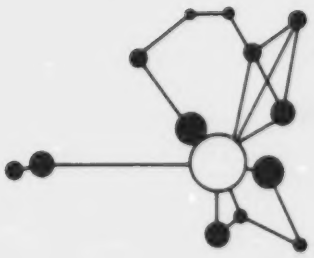
Report No. 2

RURAL HOUSEHOLDS



MARKET AREAS STUDY

EDMONTON METROPOLITAN REGIONAL PLANNING COMMISSION
April 1990

91-01060/

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I. SURVEY HIGHLIGHTS

Information gathered by the 1988 Market Areas Survey generally confirms the regional dominance of the City of Edmonton as the most important employment centre and supplier of goods and services to the study area households. In four out of the five market areas, between 32.4 percent (Fort Saskatchewan area) and 55.2 percent (Sherwood Park area) of the areas' labour force commute to work in Edmonton. Only in the Leduc area is the dependency on Edmonton for employment opportunities substantially below this percentage range (18.6 percent).

The intensity of non-work related travel to Edmonton by the study area residents follows a pattern similar to the intensity of their travel to work. Generally, households in those market areas which extend far away from the City of Edmonton and/or are most self-sufficient in employment opportunities, like the Leduc and Spruce Grove - Stony Plain areas, exhibit the lowest travel frequency to Edmonton for non-work related purposes (9.9 percent and 14.9 percent of households, respectively, make at least ten trips per month to Edmonton). On the other hand, the Sherwood Park and St. Albert areas show the highest frequency of non-work related travel to Edmonton (33.7 percent and 31.4 percent of households, respectively, make at least ten monthly trips to Edmonton).

Information about non-work related travel to Edmonton indicates that four trips per month is the most common frequency of travel to the central city. This travel frequency is typical of between 17.7 percent (Fort Saskatchewan area) and 21.7 percent (Spruce Grove - Stony Plain area) of the areas' households. The highest frequency of travel to Edmonton has been recorded for the St. Albert area and Sherwood Park area residents. In the Sherwood Park area, 75 percent of households travel to Edmonton at least four times per month, 33.7 percent at least ten times per month and 12.6 percent at least twenty times per month. A very similar travel pattern has been recorded for the St. Albert area households. The lowest frequency of travel to Edmonton has been recorded for the households residing in the Leduc area. Among these households, only 42.5 percent travel to Edmonton at least four times per month, 9.9 percent at least ten times per month and 2 percent twenty or more times per month.

Survey information concerning the operation of vehicles reveals that in all the market areas the largest percentages of households operate two vehicles - between 44.3 percent (Leduc area) and 48 percent (St. Albert area). The largest proportions of one vehicle households have been recorded in the Fort Saskatchewan and St. Albert areas - 14.9 percent and 14.8 percent, respectively; the smallest proportion was found in the Sherwood Park area (10.3 percent). The Sherwood Park area has the largest proportion of households operating three vehicles (16.7 percent). Households operating four or more vehicles are most common in the Leduc area (19.1 percent) and least common in the St. Albert area (13.8 percent).

Although purchasing low order goods typically involves the least amount of travel, information from the survey indicates that substantial proportions of the study area rural residents travel to buy these goods in Edmonton rather than in a nearby urban centre. This is most typical of St. Albert's market area where between 30.5 percent (liquor) and 43 percent (hardware) of households travel to Edmonton to buy low order goods. Second in this respect are the residents of the Fort Saskatchewan market area where between

27.9 percent (gasoline) and 41.2 percent (hardware) of households shop in Edmonton. Least oriented to the City of Edmonton are the rural residents of the Leduc market area with between 9.1 percent (gasoline) and 19.2 percent (hardware, bakery) of households purchasing low order goods in Edmonton.

Shopping by study area residents for medium order goods is strongly focused on the City of Edmonton. This is particularly true with respect to the Fort Saskatchewan market area where between 66.4 percent (small appliances) and 74.9 percent (adult clothing) of households shop in Edmonton. Edmonton's strong influence can also be seen in the Spruce Grove - Stony Plain market area where between 65.4 percent (children's clothing) and 74.5 percent (sporting goods) of households shop for medium order goods in Edmonton, followed by St. Albert's market area with between 61.8 percent (children's clothing) and 71.9 percent (sporting goods) and Sherwood Park with between 49.3 percent (children's clothing) and 71.3 percent (sporting goods). Edmonton's influence is least in the Leduc market area where between 45.4 percent (small appliances) and 57.3 percent (adult clothing) of households shop for medium order goods in Edmonton.

The rural residents of the Region generally shop in their focus urban municipalities[1] for medium order goods to a lesser degree than their urban counterparts residing in these municipalities. This is particularly true with respect to Fort Saskatchewan's market area from which between 13.9 percent (adult clothing) and 18 percent (children's clothing) of rural residents shop in Fort Saskatchewan for medium order goods while between 29.6 percent (small appliances) and 55.5 percent (children's clothing) of Fort Saskatchewan's residents shop for these goods locally.

Edmonton dominates the study area trade in high order goods. This is particularly true with respect to furniture, which is purchased in Edmonton by between 72.9 percent (the Leduc area) and 94.8 percent (the Sherwood Park area) of the areas' residents and to a lesser degree also with respect to large appliances (between 63.9 percent and 95 percent of households) and cars (between 28.3 percent and 59.7 percent of households). Among all the high order goods, shopping for a car or truck is least focused on Edmonton (between 28.3 percent - Leduc area and 59.7 percent - St. Albert area), and, among all the market areas, the Leduc area is least dependent on Edmonton for the purchase of high order goods (between 28.3 percent of households for a car or truck and 72.9 percent of households for furniture). This is due to the strong competition encountered by Edmonton from Leduc as well as from Wetaskiwin and Thorsby.

Between 1983 and 1988, grocery shopping by the urban municipalities' residents has been significantly reoriented towards Edmonton. The proportions of households shopping for groceries in Edmonton have increased in this period in all the Commission's urban municipalities except Legal, and significant increases occurred even in larger municipalities possessing high quality shopping facilities like St. Albert (from 6.1 percent to 23.4 percent), Sherwood Park (from 7 percent to 19.5 percent), Spruce Grove (from 7.1 percent to 26.8 percent), Leduc (from 7.1 percent to 19.4 percent) and Fort

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[1] Focus urban municipalities include Sherwood Park, Fort Saskatchewan, Leduc, St. Albert, Spruce Grove and Stony Plain. These municipalities are commercial focuses of the five market areas.

Saskatchewan (from 17 percent to 31.7 percent). This development is mainly due to the introduction of mega-food stores to Edmonton.

Although the 1983 grocery data have not been tabulated for the five rural market areas and, as a result, over-time comparisons cannot be made, the 1988 survey shows that the rural residents are even more attracted to Edmonton for grocery shopping than their counterparts in the focus urban municipalities. The largest proportion of rural residents shopping in Edmonton for groceries comes from the St. Albert market area (48.3 percent), followed by the Fort Saskatchewan area (44.9 percent), the Spruce Grove - Stony Plain area (37.5 percent) and the Sherwood Park area (33 percent). The smallest proportion (26.7 percent) of rural residents shopping for groceries in Edmonton comes from the Leduc market area. There are two larger municipalities in the Leduc area - Leduc (with 30.2 percent of the area households), and Wetaskiwin (17 percent) - which together with some smaller centres (e.g. Thorsby with 8.5 percent) compete very effectively with Edmonton for the grocery dollars of area residents.

The strongest focal urban municipality with respect to grocery shopping is Sherwood Park which attracts 55.9 percent of its market area residents to its grocery stores, followed by Leduc (30.2 percent), Stony Plain (29.5 percent), St. Albert (29.3 percent), Fort Saskatchewan (24.4 percent) and Spruce Grove (15.7 percent).

Superstore is a dominant attraction for study area rural shoppers. Superstore's proportion of the households who indicated Edmonton as their first or second choice location for grocery shopping is the largest in the Spruce Grove - Stony Plain market area (64.8 percent) followed by the Leduc area (54.2 percent), the St. Albert area (47.3 percent), the Fort Saskatchewan area (45.7 percent) and the Sherwood Park area (43.8 percent).

The percentage of grocery shoppers preferring Food for Less ranges between 10.4 percent (the Fort Saskatchewan area) and 26.2 percent (the Leduc area) of the areas' households. The range for Safeway is higher than that of Food for Less, between 11.6 percent (the Spruce Grove - Stony Plain area) and 27.2 percent (the Fort Saskatchewan area).

The residents of the rural market areas generally shop to a lesser degree in Superstore (between 43.8 percent and 64.8 percent) than their urban counterparts in the focus urban municipalities (between 53 percent and 79.7 percent). The opposite is true with respect to shopping in Food for Less and Safeway.

West Edmonton Mall is the most attractive shopping centre location in the Region. This has been shown by the market areas survey for both the Region's urban and rural residents. There are only three shopping centres in Edmonton, namely West Edmonton Mall, Kingsway Mall and Southgate Mall, which are preferred by at least one percent of households from all the five rural market areas. West Edmonton Mall is preferred by between 6.8 percent (Fort Saskatchewan area) and 54.3 percent (Spruce Grove - Stony Plain area) of the areas' households. For Kingsway and Southgate these proportions vary from 1 percent to 20.2 percent and from 1 percent to 19.1 percent, respectively.

Among the Personal and Household services included in the survey, car or truck services are obtained in Edmonton by the highest range of rural residents - between 16.5 percent (Leduc area) and 47.1 percent (Sherwood Park area) of the area households. This is to some degree due to the fact that people often prefer to have their cars serviced near their places of employment, as evidenced by a positive correlation between the place of employment and the place of car servicing. Dry cleaning and laundry services are largely obtained by rural residents in their respective urban focus municipalities - between 28.9 percent (St. Albert area) and 62.3 percent (Sherwood Park area) of the areas' households. Rural households generally shop for personal and household services to a much larger degree in Edmonton that do their urban counterparts residing in the focus urban municipalities.

The survey data dealing with Food Services indicate that Edmonton dominates the study area's restaurant business. The City attracts between 47.4 percent (Spruce Grove - Stony Plain area) and 56.6 percent (St. Albert area) of the areas' households purchasing restaurant meals. The Leduc area is an exception; Edmonton's share stands at 33 percent. Edmonton also supplies a sizeable proportion of the areas' households with fast food - between 20.3 percent (Leduc area) and 45.1 percent (Fort Saskatchewan area). The focus urban municipalities supply between 15 percent (Stony Plain) and 38.2 percent (Sherwood Park) of their areas' households with restaurant services and between 18 percent (Stony Plain) and 64.8 percent (Sherwood Park) of households with fast food.

The survey information dealing with Financial Services indicates that Edmonton dominates the study area's insurance market. It attracts between 30.2 percent (Fort Saskatchewan area) and 59.2 percent (Sherwood Park area) of the areas' insurance business, except in the Leduc area, where its share stands at 19.5 percent. Edmonton also provides sizeable proportions of the area households with banking services - between 12 percent (Leduc area) and 30.2 percent (Fort Saskatchewan area). The focus urban municipalities supply between 22.6 percent (Stony Plain) and 60.1 percent (Sherwood Park) of their areas' households with banking services and between 12.7 percent (Spruce Grove) and 24.7 percent (Leduc) of households with insurance services.

Edmonton dominates the provision of Professional Services in practically all market areas. This dominance is most evident in the market for lawyers' services, where Edmonton lawyers serve between 35.1 percent (Leduc area) and 67.9 percent (St. Albert area) of the areas' households. Edmonton is also prominent in the provision of optometrist services with between 38.7 percent (Leduc area) and 59.7 percent (Spruce Grove - Stony Plain area) of the areas' households, and dentist services, with between 27.3 percent (Leduc area) and 47.8 percent (St. Albert area). Edmonton is less important in providing medical services, serving between 27.9 percent (Leduc area) and 40.1 percent (St. Albert area) of the areas' households. In the provision of professional services Edmonton is generally least prominent in the Leduc area and most prominent in the St. Albert area. Among all the focus urban municipalities, Sherwood Park most successfully competes with Edmonton for the provision of professional services.

Among the Public Services, Edmonton dominates all the market areas in the supply of hospital services. Edmonton provides between 41.6 percent (Leduc area) and 84.1 percent (Sherwood Park area) of the areas' households with hospital services. In the provision of library services, Edmonton is much less important. Its libraries serve between 11.1 percent (Sherwood Park area) and 30.4 percent (Fort Saskatchewan area) of the areas' households. Edmonton's post offices serve fairly large proportions of households in the Fort Saskatchewan and St. Albert market areas - 22.8 percent and 16.5 percent, respectively - but in the remaining three market areas its share of the postal services market is below 8.5 percent.

In the provision of library services, Sherwood Park is most prominent among the focus urban municipalities as its library serves nearly 70 percent of its area residents. In the remaining focus urban municipalities this proportion varies from 20 percent (Stony Plain) to 32.4 percent (St. Albert).

The focus urban municipalities generally attract to their post offices between 15.8 percent (Spruce Grove) and 25.4 percent (St. Albert) of the households of their respective areas. An exception is Sherwood Park which provides postal services to nearly 55 percent of its area residents.

All the focus urban municipalities have their own hospital except for Sherwood Park and Spruce Grove. The proportion of an area's households using hospital services in a focus municipality generally varies between 20.4 percent (Stony Plain) and 24.9 percent (Fort Saskatchewan). An exception is St. Albert which attracts 45.4 percent of its market area households to its hospital.

The survey data show that Edmonton provides significant proportions of all the market areas residents with Recreation Services. Among the facilities most important to the study area residents are Edmonton's swimming pools, which are preferred by between 12.7 percent (Leduc area) and 27 percent (St. Albert area) of the areas' households, and curling rinks, which are used by between 8.9 percent (Leduc area) and 30.3 percent (Spruce Grove - Stony Plain area) of the areas' households. However, Edmonton's ice arenas, only attract between 9.1 percent (Leduc area) and 22.9 percent (Fort Saskatchewan area) of the areas' households. Overall, Edmonton's recreation facilities are most extensively used by the residents of the Fort Saskatchewan and St. Albert areas (between 18.7 percent and 27 percent). Leduc area residents make the least use of Edmonton's facilities (between 8.9 percent and 12.7 percent).

In terms of recreation services, Sherwood Park serves a larger proportion of its market area residents than do the other focus urban municipalities. Sherwood Park's recreation facilities are used by between 25.4 percent (curling) and 59.6 percent (swimming pool) of its area households.

Survey information about the purchasing habits of farmers shows that Farm Goods are provided in a large number of dispersed locations throughout the Region and that the role of Edmonton in this type of commerce is rather limited. This is particularly true with respect to the distribution of fertilizers which are obtained in Edmonton by between 1.9 percent (Fort Saskatchewan area) and 4.3 percent (Spruce Grove-Stony Plain area) of the

areas' farmers. The only exception is the Sherwood Park area, where the proportion of fertilizer users purchasing in Edmonton stands at 32.8 percent. Farm machinery is supplied by Edmonton dealerships to between 5.7 percent (Fort Saskatchewan area) and 14.6 percent (Spruce Grove-Stony Plain area) of the areas' farmers; again, the exception is the Sherwood Park area, from which 37 percent of farmers come to buy machinery in Edmonton. Edmonton's greatest appeal to farmers is for other farm supplies, which are generally purchased in the central city by between 4.6 percent and 19.9 percent of the areas' farmers, except in the Sherwood Park area, from which 57 percent of farmers travel to buy other farm supplies in Edmonton.

Among the focus urban municipalities, Sherwood Park and St. Albert are least important as commercial centres to their respective market area farmers. They both lack farm machinery outlets and their farm patrons, with respect to fertilizers and other farm supplies, account for less than 6 percent of the farmers resident in their market areas. Stony Plain, on the other hand, is the commercial centre with the greatest appeal to its market area farm community as it supplies between 39.7 percent and 43.8 percent of its area farmers with farm goods. Also of importance to its farm market area is Fort Saskatchewan which provides between 34.7 percent (other farm supplies) and 39.9 percent (farm machinery) of its area farmers with farm goods.

Another interesting feature of the shopping behaviour of the study area farmers is their relatively strong dependence on a number of centres situated outside the study area. Among those which are in this respect most prominent are Wetaskiwin, which supplies with farm goods between 20.4 percent (fertilizers) and 45.2 percent (machinery) of the Leduc area farmers, followed by Westlock, supplying with farm goods between 11.1 percent and 28 percent of the St. Albert area farmers, and Thorhild, serving between 5.4 percent and 14.2 percent of the Fort Saskatchewan area farmers.

Survey information concerning the provision of Farm Services shows that the role of Edmonton in the provision of these services is rather limited. Edmonton is most influential in the Fort Saskatchewan and St. Albert areas where it provides 24.8 percent and 22.3 percent of the area residents, respectively, with veterinarian services, and also in the Sherwood Park area, where it serves 22.9 percent of the area farmers with grain elevators. Except for the Sherwood Park and St. Albert areas, grain elevator services are to a large degree supplied by the focus urban municipalities (between 18.4 percent - Fort Saskatchewan and 50.5 percent - Stony Plain). Their services are supplemented by a number of smaller centres, some of them situated beyond the study area boundaries. Except in the St. Albert area, the focus urban municipalities dominate in their areas in the supply of veterinarian services with which they provide between 35.4 percent (Leduc) and 42.2 percent (Spruce Grove) of the residents of their respective areas.

II. INTRODUCTION

Market areas research was undertaken by the Edmonton Metropolitan Regional Planning Commission for the first time in 1971 and repeated on a larger scale and with improved methodology in 1983. The 1983 household survey provided detailed data concerning the shopping habits, employment locations and travel patterns of the Edmonton Region's residents. The results of the 1983 study have been extensively used by both public agencies and the private sector in their planning for commercial and community facilities.

The market areas survey described in this report was conducted in the summer of 1988. Its main purpose was to update and expand the information base necessary for the determination of the market areas of the Region's urban municipalities. A new market areas study was needed to assist in the identification of recent shifts in spatial shopping patterns as well as in travel patterns and employment locations which resulted from changed economic conditions, recent roadway improvements, new retailing methods (e.g. larger supermarkets, superstores, warehouse stores) and a significantly increased amount of commercial floor space in the City of Edmonton (e.g. expansion of West Edmonton Mall).

The 1988 survey collected, due to an expanded questionnaire, a greater wealth of information regarding the number of goods and services surveyed as well as some supplementary information, such as household preferences with respect to grocery chains and preferences with respect to major shopping centres in Edmonton. The information from the survey has been presented in two reports.

The first report published in March 1989 and entitled Report No. 1, Urban Households, contained the data obtained from the survey of households residing in the Commission's urban municipalities. Its purpose was to depict economic linkages among the urban centres of the Region. This report - Report No. 2, Rural Households - presents shopping habits information obtained through the survey of the rural households of the study area as well as those urban households that live in small incorporated centres located within the study area but beyond the E.M.R.P.C. planning region.

Survey information contained in this report has been grouped for five sub-regions of the study area with the purpose of identifying and describing the rural market areas of the Region's urban municipalities.

The report is organized into five parts. Part I presents the highlights of the survey results. Part II describes the circumstances and purpose of the 1988 market areas survey as well as the purpose and organization of this report. Part III briefly depicts the 1988 survey methodology. Part IV outlines the future uses of the survey data and Part V displays the survey data in the form of tables and graphs which are accompanied by descriptive commentaries.

III. RESEARCH METHODOLOGY

1. Study Area

Map 1 on page 10 shows the regional setting of the study area and the Edmonton Metropolitan Regional Planning Commission planning Region. Map 2 on page 11 presents the study area, the Edmonton Metropolitan Regional Planning Commission planning Region, rural survey units, as well as respective survey unit codes and survey unit populations for 1986. Map 3 on page 12 depicts the boundaries of five rural market areas with the constituent survey units in the background.

As shown on Map 1 the study area of the survey covered the M.D. of Sturgeon, the County of Strathcona, most of the Counties of Leduc and Parkland as well as parts of the Counties of Lac St. Anne, Barrhead, Westlock, Thorhild, Beaver, Camrose and Wetaskiwin. The study area was expanded beyond the E.M.R.P.C. planning Region in order to include market areas of all the Commission's urban municipalities (excluding the City of Edmonton). Specifically, the 1983 original study area was enlarged for the 1988 survey to include the following additional townships:

(a) one township including Tofield (east along Highway 14).

(b) one township including Evansburg and Entwistle (west along Highway 16); and

(c) a rural area of approximately one township in northeast Edmonton.

One township in the southwestern corner of the 1983 study area (Twp 51-Rge 5-W4) was excluded because it was found to lie beyond the market areas of the Commission's urban municipalities.

2. Survey Population and Survey Units

The survey population was made up of all the households in the study area except the City of Edmonton's residents[2] Geographic survey units, that is, the smallest geographic areas for which market data were separately collected, included 15 urban municipalities[3] and 129 rural townships.

The urban municipalities in the Commission's planning Region were surveyed as separate survey units. On the other hand, the study area urban households residing beyond the E.M.R.P.C. planning Region were combined for survey purposes with the rural households of their respective townships.

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[2] Only a small rural area of approximately one township in the northeastern corner of the City of Edmonton was included in the survey.

[3] For the purposes of this Report, Sherwood Park is considered an "urban municipality."

3. Data Collection

As in previous studies, information about the shopping and travel habits of the study area residents was gathered by means of a household survey The survey questionnaire was administered through telephone interviews which were conducted in May, June and July of 1988.

4. Sampling Design

The method of sample selection for the survey was a systematic geographically stratified sampling.

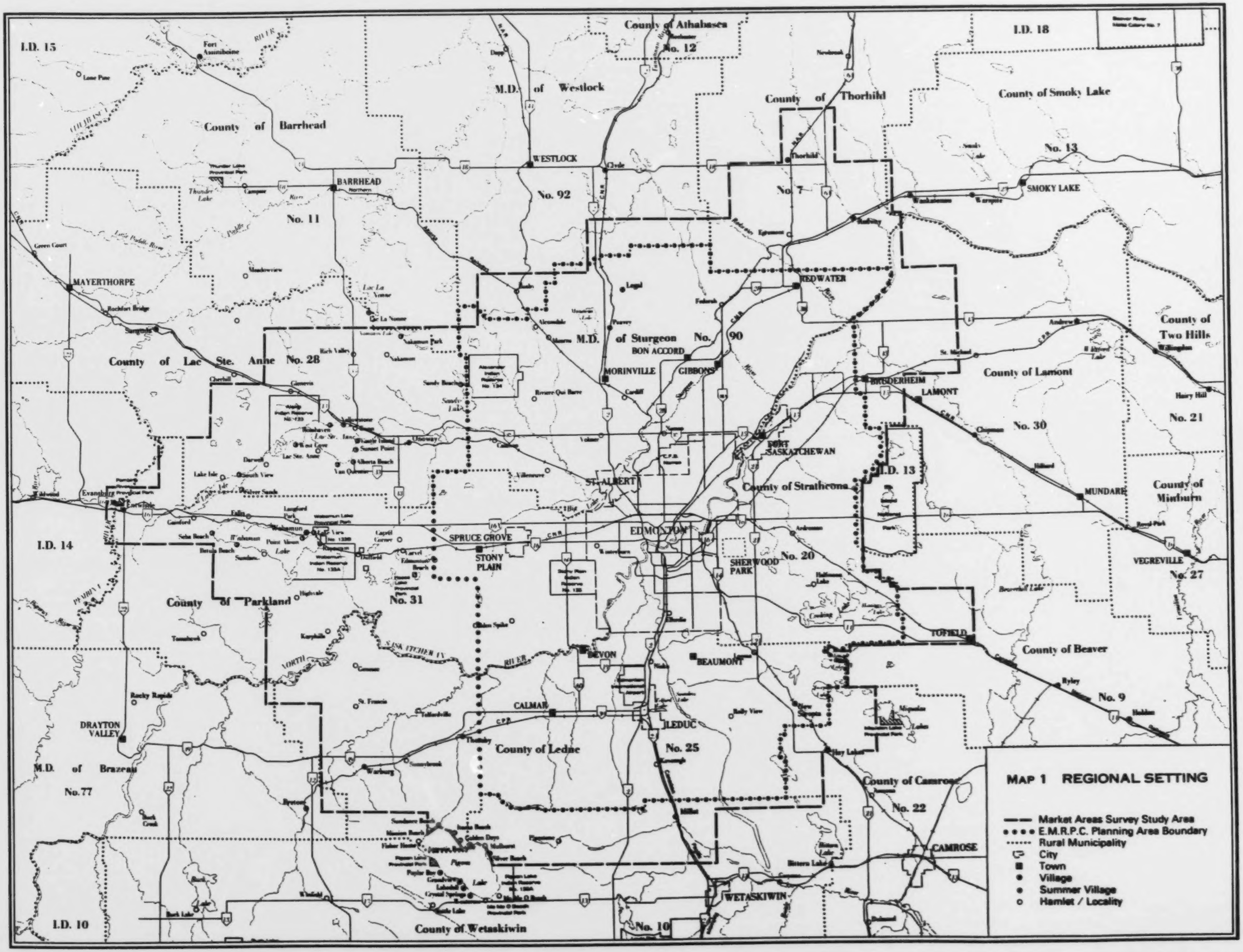
The statistical confidence level was targeted at 90 percent with a bound on the error of estimation of $\pm$ 5 percent for the Commission's urban municipalities and with a bound on the error of $\pm$ 10 percent for individual townships.

The survey was generally well received by the respondents. Of the telephone numbers drawn for the samples approximately 63 percent provided answers to the questionnaire, 18 percent of the telephone numbers belonged to households who declined to respond and 19 percent included numbers not in service, business numbers, or numbers with no answer even after several call backs. The response rate achieved by the survey was 78 percent. This means that of the households contacted during the survey, 78 percent answered the questionnaire.

The total number of completed questionnaires obtained from the study area was 8,910. Of this number 3,108 were from the Commission's urban municipalities and 5,802 from the rural townships.

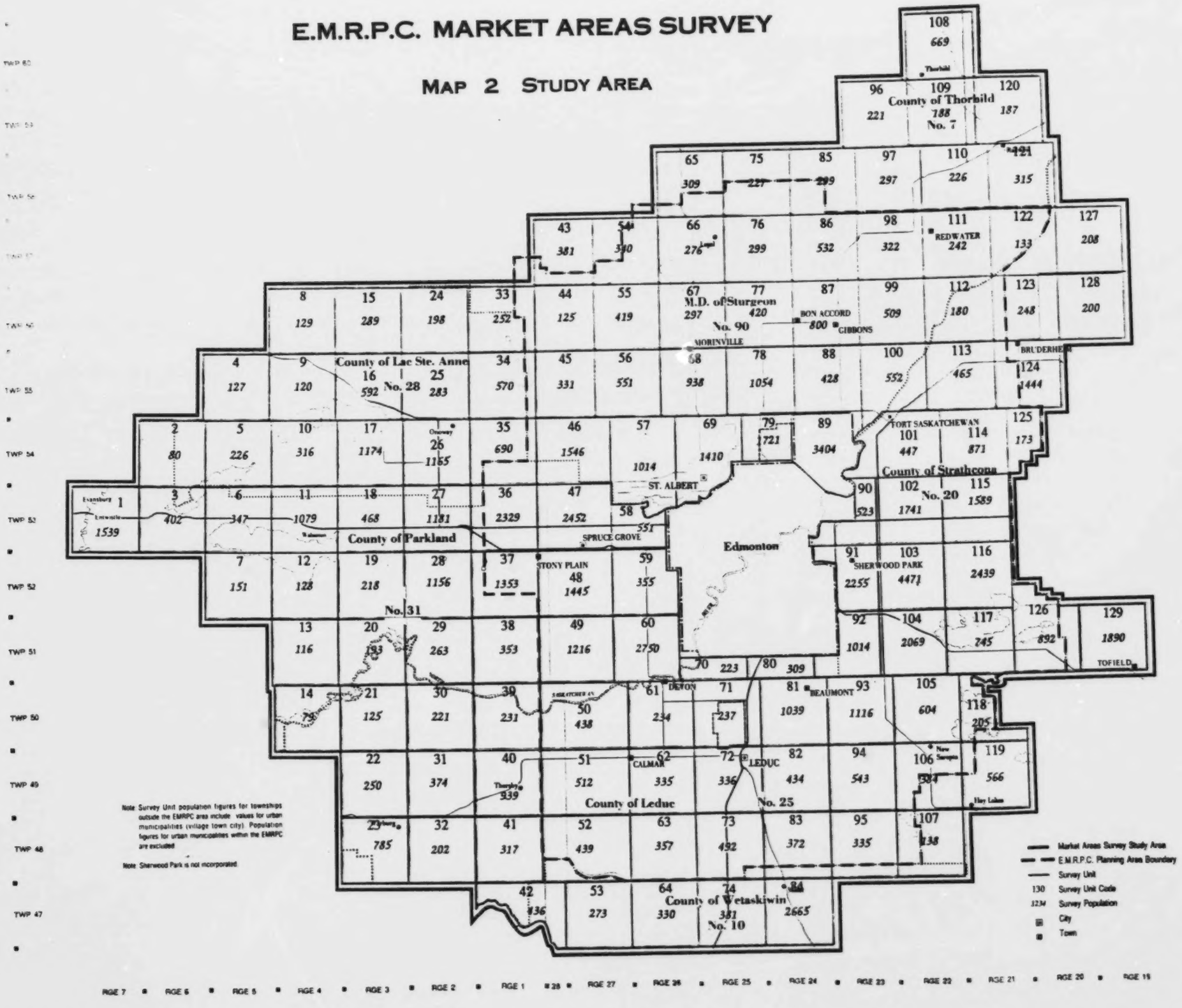
5. Questionnaire

The questionnaire for the 1988 survey was prepared with input from the Commission's municipalities as well as various economic development agencies active in the Region. As in 1983, the questionnaire included questions about travel patterns and places of employment of the study area residents in addition to inquiries about spatial shopping habits.


I.D. 15
Fort Assiniboine
Lone Pine
County of Barrhead
Thunder Lake Provincial Park
Thunder Lake
Campsite
BARRHEAD
Northern
No. 11
Little Paddle River
Paddle River
Green Court
MAYERTHORPE
Rochfort Bridge
Sangudo
County of Lac Ste. Anne No. 28
Cherhill
Glenevis
Rich Valley
Lac La Nonne
Lac La Nonne Park
Sandy Beach
Sandy Lake
Alexander Indian Reserve No. 134
Riviere Qui Barre
Cardiff
Duffield
Wabamun Lake Provincial Park
Wabamun
Lac Ste. Anne
Darwell
Lake Isle
Seba Beach
Evansburg Provincial Park
Evansburg
Entwistle
Gainford
Fallis
Langford Park
Wabamun Lake Provincial Park
Point Alison
Lake View
Lapotac Corner
Rapsheam
Wabamun Indian Reserve No. 133A
Wabamun Lake
Alberta Beach
Sunset Point
Val Quentin
Villeneuve
Big Lake
Hilliard
Edmonton Beach
Riviere Beach
Sunbeam
Hubalta
Tomahawk
Kapasiwin
Chicken Spike
Cameron
St. Francis
Tollerville
Rocky Rapids
DRAYTON VALLEY
Thornby
Warburg
Breton
Rock Creek
Buck Lake
Wildwood
I.D. 14
I.D. 10
County of Parkland
No. 31
County of Leduc
County of Wetaskiwin
M.D. of Brazeau No. 77
M.D. of Westlock
No. 92
WESTLOCK
Clyde
Legal
Pearce
Mearns
Ardrossan
Uncas Lake
Cardiff
Riviere Qui Barre
Sandy Lake
Alexander Indian Reserve No. 134

E.M.R.P.C. MARKET AREAS SURVEY

MAP 2 STUDY AREA



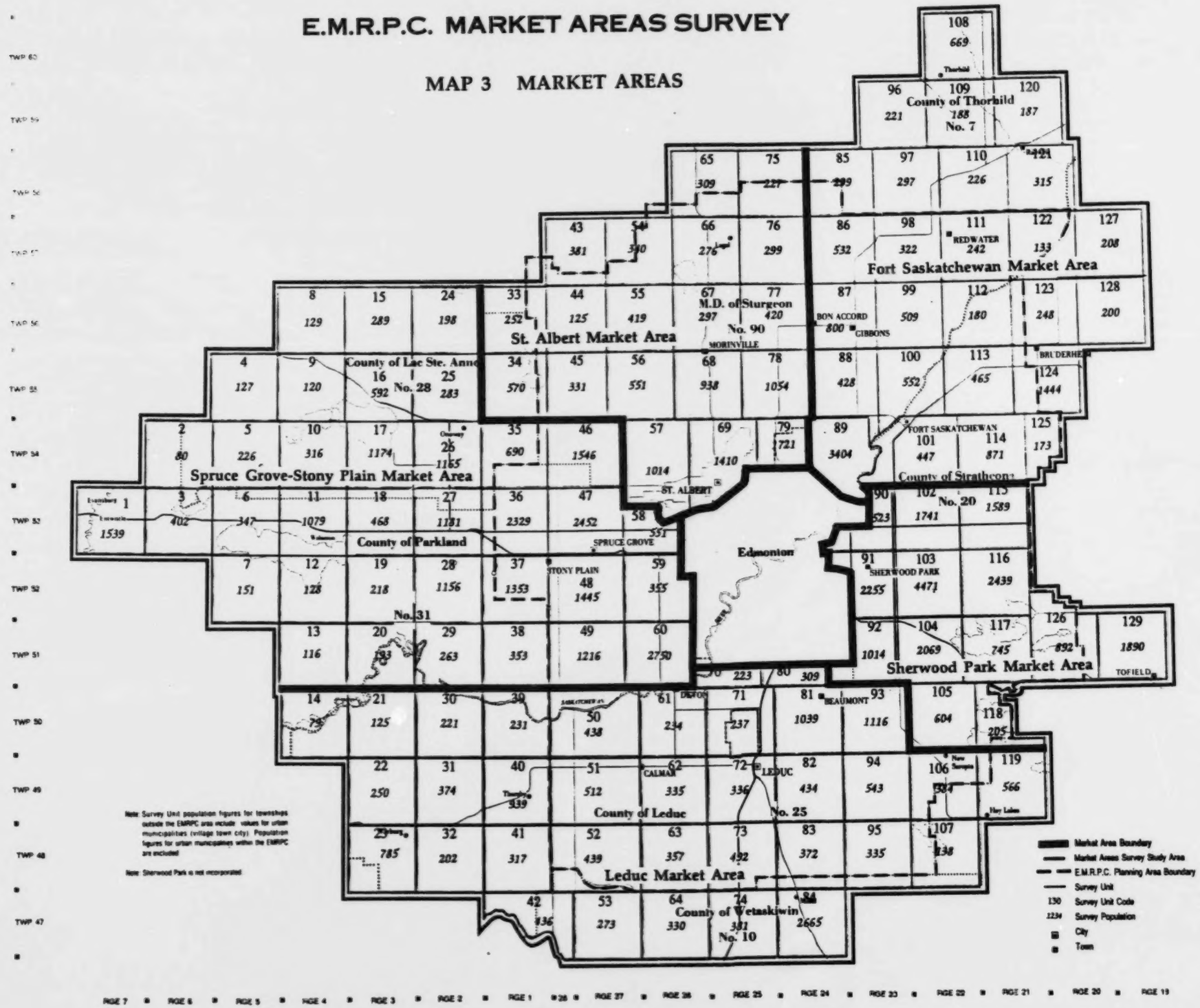
Note Survey Unit population figures for townships outside the EMRPC area include values for urban municipalities (village town city). Population figures for urban municipalities within the EMRPC are excluded

Note Sherwood Park is not incorporated

Market Areas Survey Study Area
E.M.R.P.C. Planning Area Boundary
Survey Unit
130 Survey Unit Code
1234 Survey Population
City
Town

E.M.R.P.C. MARKET AREAS SURVEY

MAP 3 MARKET AREAS



IV. FUTURE USES OF THE MARKET AREAS DATA

The market areas survey information will be useful for a variety of purposes, the most important of which are as follows:

(a) It will complement the Commission's land use data base files and increase their application in the preparation, review and monitoring of regional and municipal plans, in the formulation of municipal downtown revitalization plans and transportation studies;

(b) It will facilitate the evaluation of, and decisions on, major commercial and public development proposals, such as shopping centres, supermarkets, swimming pools, hospitals, etc., by both the private sector and the municipalities; and

(c) It will assist investors in identifying potential opportunities and thus facilitate their decisions to establish or expand their commercial operations in the metropolitan area and within individual municipalities.

V. SURVEY RESULTS

1. GENERAL

As indicated earlier in the report, information about the shopping behaviour of the rural households residing in the study area has been collected for individual townships. In cases where a township situated beyond the E.M.R.P.C. planning region contained an urban centre, its population has been combined for survey purposes with the population of that particular township. In the 1983 Market Areas Survey report, the survey data were published separately for each township. In this report, townships have been combined into groups representing five market areas. These market areas are focused on six larger municipalities in the E.M.R.P.C. planning region.

The market areas are as follows:

1. Sherwood Park Market Area (6,650 households)
2. Fort Saskatchewan Market Area (4,400 households)
3. Leduc Market Area (5,550 households)
4. St. Albert Market Area (3,490 households)
5. Spruce Grove - Stony Plain Market Area (9,140 households)

The market areas boundaries are shown on Map 3 (page 12). The user of the market areas survey data is reminded that in order to identify the market areas of the Region's urban municipalities in terms of total number of households or population, information contained in this report has to be supplemented with that contained in Report No. 1 - Urban Households.

Survey results for individual goods, services and other items are displayed in 41 tables and graphs in the body of the report which follows.

2. EMPLOYMENT

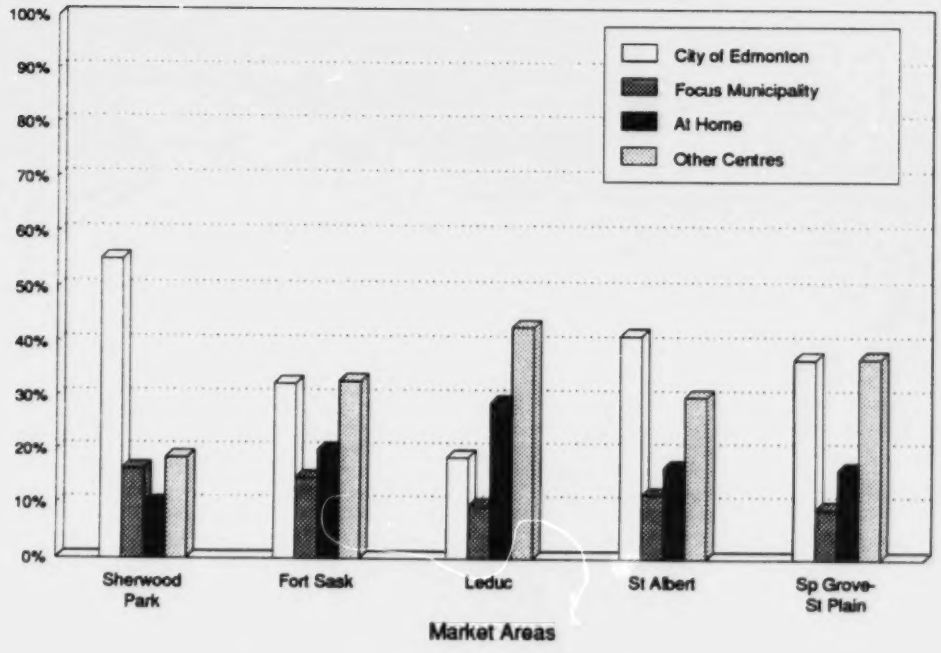
Table 1 shows the distribution of employment locations for the residents of the five market areas of the study area. Figures in the table indicate proportions (percentage) of the employed labour force resident in the five market areas working full or part-time at the listed locations.

As can be seen from the table, Edmonton is a dominant employment centre in the region. The sub-region most dependent on Edmonton for employment opportunities is the Sherwood Park area, with 55.2 percent of the area workers employed in Edmonton, followed by the St. Albert area (41.4 percent), Spruce Grove - Stony Plain area (37.1 percent) and the Fort Saskatchewan area (32.4 percent). The Leduc area, with only 18.6 percent of its workers employed in Edmonton, is least dependent on the central city for employment opportunities.

As a significant proportion of the study area's population consists of farmers the second most important employment location (after Edmonton) is "at home". This employment location is most prominent in the Leduc area, (with 28.9 percent of the labour force working at home) followed by the Fort Saskatchewan area (20 percent), St. Albert area (16.8 percent) and Spruce Grove - Stony Plain area (16.4 percent). At 9.9 percent, the Sherwood Park area has the smallest proportion of its labour force employed at home. This area on the other hand, compared to all the other areas has the largest proportion (16.4 percent) of its labour force employed in its focus urban municipality. The Fort Saskatchewan area, which has 14.7 percent of its labour force employed in its focus municipality, is second in this respect among the areas followed by the St. Albert area (11.7 percent), the Leduc area (9.6 percent) and the Spruce Grove - Stony Plain Area (9.2 percent - Stony Plain). Among the study area's other employment centres the most important are Tofield and Ardrossan in the Sherwood Park area (4.8 percent and 2.6 percent respectively), Redwater and Thorhild in the Fort Saskatchewan area (7.2 percent and 4.1 percent respectively), Namao and Morinville in the St. Albert area (7.4 percent and 5 percent respectively) Thorsby and Warburg in the Leduc area (4.7 percent and 4 percent respectively) and Spruce Grove and Onoway in the Spruce Grove - Stony Plain area (7.5 percent and 2.9 percent respectively).

Looking at the degree of concentration of workplaces we can observe that the employment opportunities of the labour force living in the Sherwood Park and Fort Saskatchewan areas are concentrated in relatively small numbers of locations (15 and 17, respectively). On the other hand, the workplaces of the Leduc area's labour force are dispersed among the largest number of locations (28).

Figure 1
Employment Locations



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 1
Employment

EMPLOYMENT LOCATIONS	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St. Albert	Spruce Grove -Stony Plain
EDMONTON	55.2	32.4	18.6	41.4	37.1
BEAUMONT	0.1		0.7		
BON ACCORD		1.4	0.1	0.9	
CALMAR			1.9		0.1
DEVON			0.7		2.4
FORT SASKATCHEWAN	1.2	14.7	0.1	1.3	0.1
GIBBONS		1.7		0.2	
LEDUC	0.1		9.6	0.1	0.3
LEGAL		0.2	0.1	1.3	
MORINVILLE		0.3		5.0	
NEW SAREPTA	0.4		0.7		
REDWATER	0.1	7.2	0.1	0.1	0.1
ST. ALBERT	0.2	0.6		11.7	1.0
SHERWOOD PARK	16.4	1.2	0.2	0.2	0.1
SPRUCE GROVE			0.1	0.4	7.5
STONY PLAIN			0.6	0.1	9.2
ALBERTA BEACH					0.8
ARDROSSAN	2.6	0.3	0.1		
BARRHEAD				0.3	0.3
BRETON	0.1		0.6	0.1	
BRUDERHEIM		2.3			
CAMROSE	0.2		0.9		
DRAYTON VALLEY			0.6		0.6
ENTWISTLE					0.8
EVANSBURG					1.4
GENESEE			0.3	0.2	0.8
HAY LAKES			0.5		
LAMONT	0.1	2.8			0.1
MILLET			2.2		
MULHURST			0.8		
NAMAO		0.6	0.9	7.4	
NISKU	1.1		3.6	0.2	0.4
ONOWAY		0.1		0.5	2.9
RADWAY		1.6			
SEBA BEACH					1.2
THORSBY			4.7	0.1	
THORHILD		4.1			
TOFIELD	4.8				0.1
WABAMUN				0.2	3.1
WABURG			4.0		
WESTLOCK				1.8	
WETASKIWIN			10.3	0.3	
INTL AIRPORT			0.6		0.1
AT HOME	9.9	20.0	28.9	16.8	16.4
ALL OVER	4.3	5.1	3.5	2.9	5.0
OTHER	3.0	3.2	3.8	5.9	7.3

Note: Figures in the table indicate the proportions (percentage) of the labour force of the five market areas listed horizontally that work full-time or part-time in the employment centres listed vertically.

3. HOUSEHOLD TRIPS TO EDMONTON

Table 2 deals with frequency of travel by the residents of the five market areas to Edmonton. Column one (1) of the table indicates the number of monthly household trips to Edmonton (excepting trips to work). The cells of the body of the table represent the proportions (percentage) of households, in a given area, making trips at a particular frequency. As can be seen from the table, four trips per month is the most common frequency of travel to Edmonton. This travel frequency is typical of between 17.7 percent (Fort Saskatchewan area) and 21.7 percent (Spruce Grove - Stony Plain area) of the areas' households.

The highest frequency of travel to Edmonton has been recorded for the St. Albert and Sherwood Park areas' residents. In the Sherwood Park area, 75 percent of households travel to Edmonton at least four times per month, 33.7 percent at least ten times per month and 12.6 percent at least twenty times per month. A very similar travel pattern to Edmonton has been recorded for the St. Albert area households. Compared to the urban municipalities in the Edmonton Metropolitan Regional Planning Commission region, the relatively high travel frequency of households in these two areas is exceeded only by the residents of Beaumont (40.9 percent of households with at least ten monthly trips to Edmonton), St. Albert (40.9 percent) and Sherwood Park (37.7 percent).

The lowest frequency of travel to Edmonton has been recorded for the households residing in the Leduc area. Among these households only 42.5 percent travel to Edmonton at least four times per month, 9.9 percent at least ten times per month and 2 percent twenty or more times per month. Among the E.M.R.P.C. urban municipalities, a lower travel frequency to Edmonton was recorded only for Legal (with 6.2 percent of households travelling to Edmonton at least ten times per month) and Redwater (5.3 percent).

Figure 2
Household Trips to Edmonton

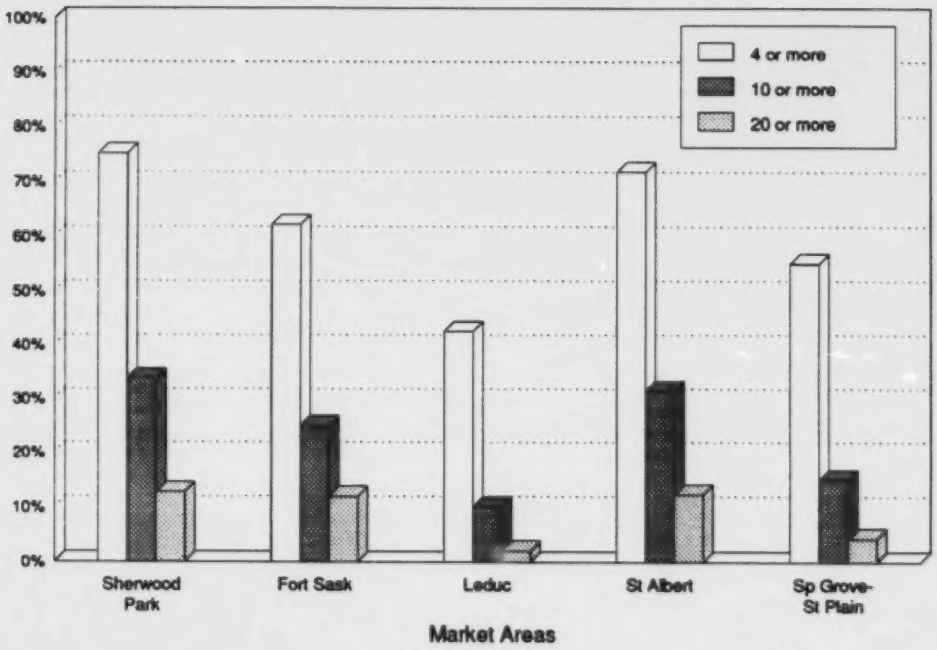


Table 2
Household Trips to Edmonton

NUMBER OF MONTHLY TRIPS TO EDMONTON	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
1	7.4	19.9	34.9	11.2	23.3
2	11.1	11.4	15.5	10.7	15.1
3	6.4	6.6	7.1	6.3	6.6
4	18.0	17.7	18.1	20.5	21.7
5	6.2	4.8	4.5	3.7	4.0
6	7.0	4.8	3.7	5.1	4.6
7	.7	1.1	.4	.8	1.1
8	11.2	8.4	5.7	10.1	8.4
9	.3	.4	.2	.2	.3
10	6.2	3.6	3.5	5.4	3.8
11	.1	.1		.1	
12	7.6	4.8	2.8	6.2	4.7
13	.3	.1			.1
14	.2	.1	.1	.6	.0
15	3.5	2.7	.9	4.0	1.3
16	1.2	1.2	.5	2.9	.8
17		.2			.0
18	.1	.2	.1		
20	5.7	4.5	1.0	5.7	2.2
24	.2		.1	.3	.1
25	2.8	2.9	.4	2.1	.6
26	.1			.5	
28	.4			.3	.2
29		.1			.1
30	2.4	3.2	.3	2.5	1.0
35	.2	.0			.0
36		.1			.0
40		.1		.2	
48			.1		
50+	.8	.9	.1	.6	.0

Note: Column 1 of the table indicates the number of monthly household trips to Edmonton (excepting trips to work). The cells of the body of the table represent the proportions (percentage) of households within a given market area, making trips at a particular frequency.

4. NUMBER OF VEHICLES OPERATED BY RURAL HOUSEHOLDS

The ease with which household members are able to move throughout the Region has an influence on their choices of residential, employment and shopping locations. Given the importance of a car in our transportation system, the survey collected information about the number of vehicles[4] respondent households operate. This information is summarized in Table 3. As can be seen from the table, the largest proportions of households operate two vehicles. These proportions range from 44.3 percent in the Leduc area to 48 percent in the St. Albert area. The largest proportions of one vehicle households have been recorded in the Fort Saskatchewan and St. Albert areas - 14.9 percent and 14.8 percent, respectively; the smallest proportion was found in the Sherwood Park area (10.3 percent). The Sherwood Park area has the most households operating three vehicles (26.7 percent). Households operating four or more vehicles are most common in the Leduc area (19.1 percent) and least common in the St. Albert area (13.8 percent).

[4] A vehicle means a car, motorcycle or truck used for personal travel.

Figure 3
Number of Vehicles
Operated by Rural Households

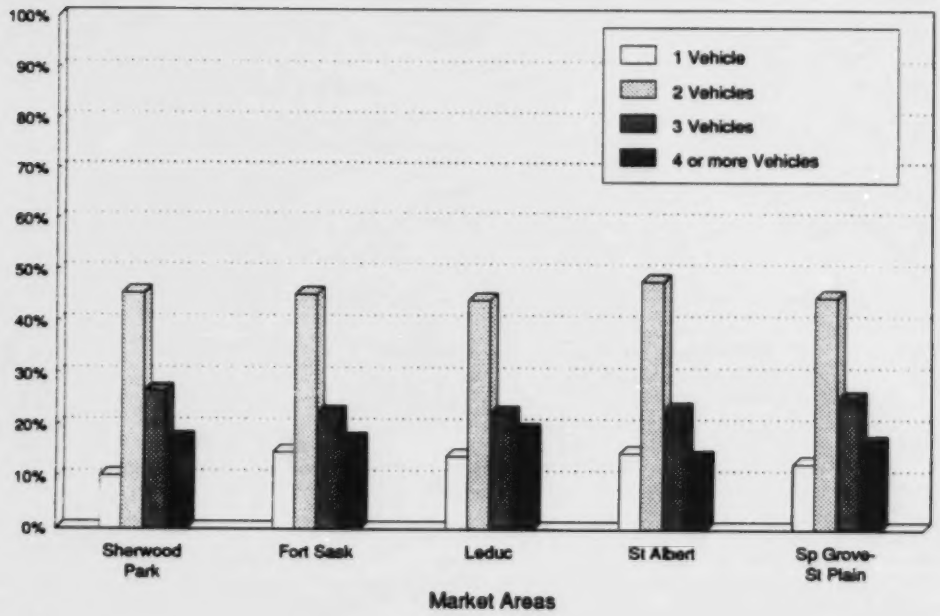


Table 3
Number of Vehicles Operated by Rural Households

NUMBER OF VEHICLES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
1	10.3	14.9	14.1	14.8	12.8
2	45.6	45.4	44.3	48.0	44.9
3	26.7	22.5	22.5	23.3	25.5
4	9.4	10.1	10.3	7.5	9.1
5	5.2	4.1	4.0	3.1	4.4
6+	2.8	3.0	4.8	3.2	3.2

Note: Column 1 of the table indicates the number of vehicles operated by a household. The cells of the body of the table represent the porportion (percentage) of households, in a given market area, operating a particular number of vehicles.

5. LOW ORDER GOODS

Low order goods are items which are bought frequently, with relatively small amounts of money and usually in close proximity to the domicile of the purchaser. Low order goods included in the survey comprise the following: bakery goods (Table 4), florist products (Table 5), drugstore items (Table 6), gasoline (Table 7), liquor (Table 8) and hardware (Table 9). The market areas will generally be reviewed in the order indicated in the tables.

Sherwood Park Market Area

The Sherwood Park rural market area includes a territory of 13 townships housing approximately 6,650 resident households. Shopping by area residents for low order goods is focused predominantly on Sherwood Park and Edmonton. Sherwood Park's share of the market area households ranges between 41.4 percent (hardware goods) and 68.5 percent (liquor), while that of Edmonton is between 17.5 percent (liquor) and 46.4 percent (hardware). Much smaller proportions of the area's households shop for low order goods in Tofield (between 8.5 percent - bakery and 11.8 percent - florist) and Fort Saskatchewan (between 1.6 percent - liquor, florist and bakery and 2.5 percent - hardware). Ardrossan is used by 3.9 percent of the area residents for purchases of gasoline.

Fort Saskatchewan Market Area

The Fort Saskatchewan rural market area includes a territory of 26 townships with approximately 4,400 resident households. Shopping by area households for low order goods is focused on Edmonton and Fort Saskatchewan. Edmonton's share of the area's households ranges between 27.9 percent (gasoline) and 41.2 percent (hardware) while Fort Saskatchewan's range is lower, between 15.3 percent (gasoline) and 31.7 percent (drugstore items). In the Fort Saskatchewan market area there are also a number of minor centres complementing Edmonton and Fort Saskatchewan in supplying low order goods. The more important of these centres are Redwater, with a proportion of the area households ranging between 7.6 percent (drugstore items) and 11.5 percent (florist), Thorhild with between 5.7 percent (florist) and 10.2 percent (gasoline), Gibbons with a range of between 1.1 percent (hardware) and 9.8 percent (liquor), Bruderheim with between 0.1 percent (drugstore items) and 9 percent (liquor) and Lamont with between 3.1 percent (florist) and 4.3 percent (drugstore items).

Leduc Market Area

The Leduc rural market area includes a territory of 35 townships with approximately 5,550 resident households. Shopping for low order goods in this area is focused mainly on Leduc and Wetaskiwin. Leduc's share of the area households shopping for low order goods ranges between 20.1 percent (gasoline) and 37.1 percent (florist) while that of Wetaskiwin is between 12 percent (gasoline) and 22.6 percent (florist). Edmonton plays a much less significant role in Leduc's market area than

in the other four market areas. Its share of the area households ranges between 9.1 percent (for gasoline purchases) and 19.2 percent (hardware and bakery), which is not much larger than that of Thorsby (between 3 percent - florist and 17.3 percent - hardware). Low order goods are also supplied in the Leduc area by a number of smaller centres like Calmar with between 1.3 percent (florist) and 9.4 percent (drugstore items), Millet with between 2.5 percent (florist) and 9.4 percent (gasoline) and Warburg with between 0.6 percent (drugstore items) and 7.3 percent (gasoline).

St. Albert Market Area

St. Albert market area includes a territory of 19 townships with approximately 3,490 resident households. Shopping for low order goods in this area is focused mainly on Edmonton and St. Albert. Edmonton's share of the area households shopping for low order goods ranges between 30.5 percent (liquor) and 43 percent (hardware) while St. Albert's share is between 22.4 percent (gasoline) and 37.2 percent (florist). Low order goods are also supplied to this area's households by several smaller centres like Morinville, with between 10.7 percent (bakery) and 22.1 percent (gasoline) of the area households, followed by Onoway with between 2.1 percent (hardware) and 5.2 percent (gasoline) and Westlock with between 3 percent (florist) and 5.7 percent (hardware). Legal supplies the area households with four of the six low order goods. Its share of households is between 1.4 percent (florist) and 4.7 percent (liquor). Bon Accord is used by the households of this area for the purchase of gasoline (3.2 percent) and florist products (1.4 percent) and Gibbons for the purchase of liquor (2.5 percent).

Spruce Grove - Stony Plain Market Area

Spruce Grove - Stony Plain market area is the largest in the study area. It includes a territory of 36 townships with approximately 9,140 households. Shopping for low order goods in this area is focused mainly on Edmonton, Stony Plain and Spruce Grove. Edmonton's share of the area's households shopping for low order goods ranges between 17.5 percent (liquor) and 34.8 percent (hardware), followed by Stony Plain with a range of between 24.5 percent (florist) and 31.3 percent (bakery) and Spruce Grove with a share between 17.3 percent (bakery) and 20.9 percent (florist). Low order goods are also supplied to this area's residents by several smaller centres, of which the most important are Onoway, with between 5.1 percent (bakery) and 13.2 percent (liquor) of the area households, followed by Evansburg with a range of between 3.1 percent (bakery) and 6.7 percent (liquor), Devon with between 2.4 percent (hardware) and 5 percent (liquor) and Barrhead with between 1.2 percent (gasoline) and 2.2 percent (bakery, florist and drugstore items).

Although purchasing low order goods typically involves the least amount of travel, information from the survey indicates that substantial proportions of the study area's rural residents travel to buy these goods in Edmonton rather than in a nearby urban centre. This is most typical of St. Albert's market area where between 30.5 percent (liquor) and 43 percent (hardware) of households travel to Edmonton to buy low order goods. Second in this respect are the residents of the Fort

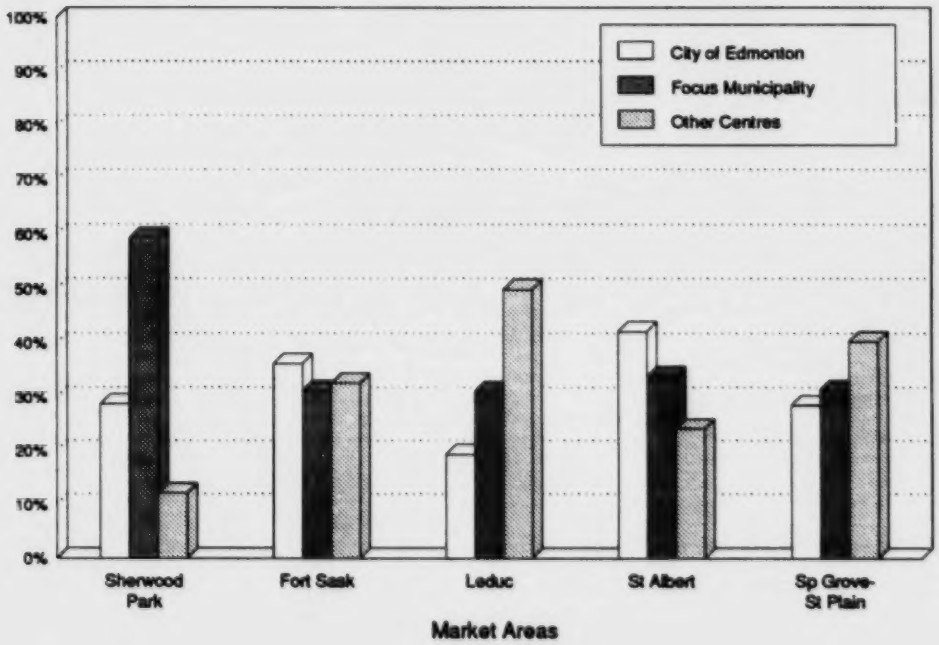
Saskatchewan market area where between 27.9 percent (gasoline) and 41.2 percent (hardware) of households shop in Edmonton, followed by the residents of the Sherwood Park market area (17.5 percent - liquor, 46.4 percent - hardware) and the Spruce Grove - Stony Plain market area (17.5 percent - liquor, 34.8 percent - hardware). The least oriented to the City of Edmonton are the rural residents of the Leduc market area with between 9.1 percent (gasoline) and 19.2 percent (hardware, bakery) of households purchasing low order goods in Edmonton.

The rural residents of the study area are much more oriented to Edmonton in their purchasing of low order goods than their urban counterparts in the focus municipalities.[5] As the data in the tables indicate, between 9.1 percent (gasoline - Leduc area) and 46.4 percent (hardware - Sherwood Park area) of the rural households shop for low order goods in Edmonton. This proportion varies, among the residents of the focus urban municipalities, from zero (liquor - City of Leduc) to 34.1 percent (hardware - City of St. Albert).

The fact that Leduc's market area rural residents are least oriented to Edmonton in their purchasing of low order goods does not mean, however, that the main focus of the area - the City of Leduc - captures an exceptionally high proportion of the area shoppers. This is due to competition from Wetaskiwin. As shown by the survey data, between 20.1 percent (gasoline) and 37.1 percent (florist products) of the area's households travel to Leduc to shop for these goods. This is much lower than Sherwood Park which attracts between 41.1 percent (hardware) and 68.5 percent (liquor) of its rural market area households. Of the remaining focus urban municipalities, St. Albert supplies between 22.4 percent (gasoline) and 37.2 percent (florist) of its market area rural households with low order goods, Stony Plain between 24.5 percent (florist) and 31.3 percent (bakery), Fort Saskatchewan between 15.3 percent (gasoline) and 31.7 percent (drugstore items) and Spruce Grove between 17.3 percent (bakery) and 20.9 percent (florist).

[5] Focus urban municipalities include Sherwood Park, Fort Saskatchewan, Leduc, St. Albert, Spruce Grove and Stony Plain. These municipalities are commercial focuses of the five market areas.

Figure 4
Bakery Goods



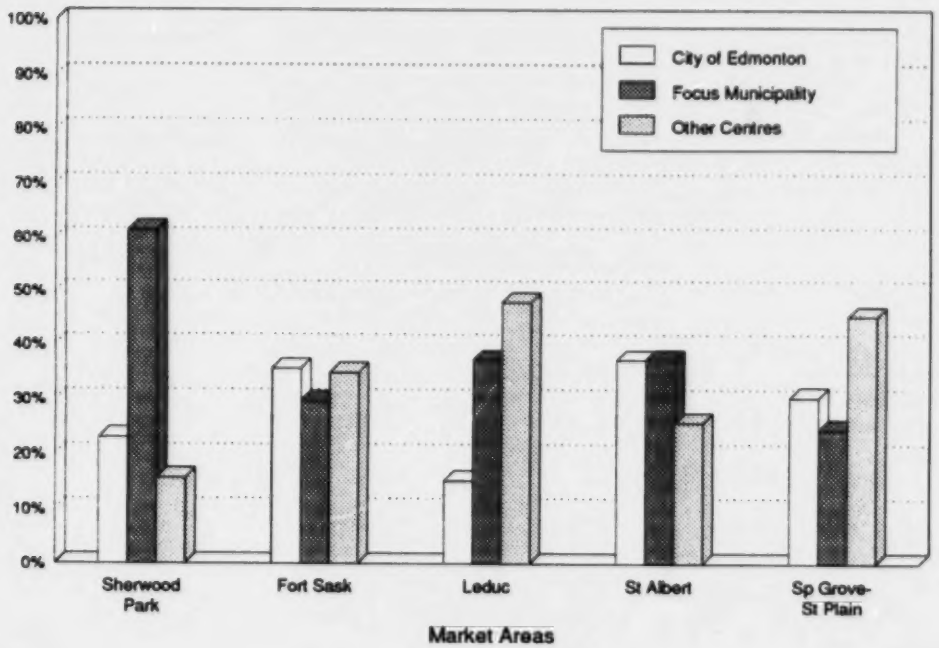
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 4
Bakery Goods

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	28.7	36.2	19.2	42.1	28.4
BEAUMONT	.2		1.6		
BON ACCORD		.4	.5	.9	
CALMAR			2.5	.3	
DEVON			1.0		4.5
FORT SASKATCHEWAN	1.6	31.2		.2	
GIBBONS		1.4			
LEDUC	.3	.1	31.0	.2	.3
LEGAL		.2		1.6	
MORINVILLE		.5		10.7	
NEW SAREPTA	.1		.1		
REDWATER		9.9			.0
ST. ALBERT		.5		33.9	1.6
SHERWOOD PARK	59.3	.9	1.2		.0
SPRUCE GROVE	.1		.7	.3	17.3
STONY PLAIN			1.1	.6	31.3
ALBERTA BEACH					2.3
BARRHEAD				.5	2.2
BRETON			1.2		
BRUDERHEIM		1.4			
CAMROSE	.3		3.4		
DRAYTON VALLEY			.7		1.3
ENTWISTLE				.1	.6
EVANSBURG					3.1
HAY LAKES			.5		
LAMONT		3.9			.0
MILLET			2.6		
NAMAO			.1	.3	
ONOWAY				2.8	5.1
RADWAY		1.3			
THORSBY			8.5		
THORHILD		10.0			
TOFIELD	8.5				
WABAMUN					.8
WARBURG			1.4		
WESTLOCK		1.2		4.5	
WETASKIWIN	.2		21.1	.1	.1
OTHER	.9	1.1	1.6	.8	1.2

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 5
Florist Products



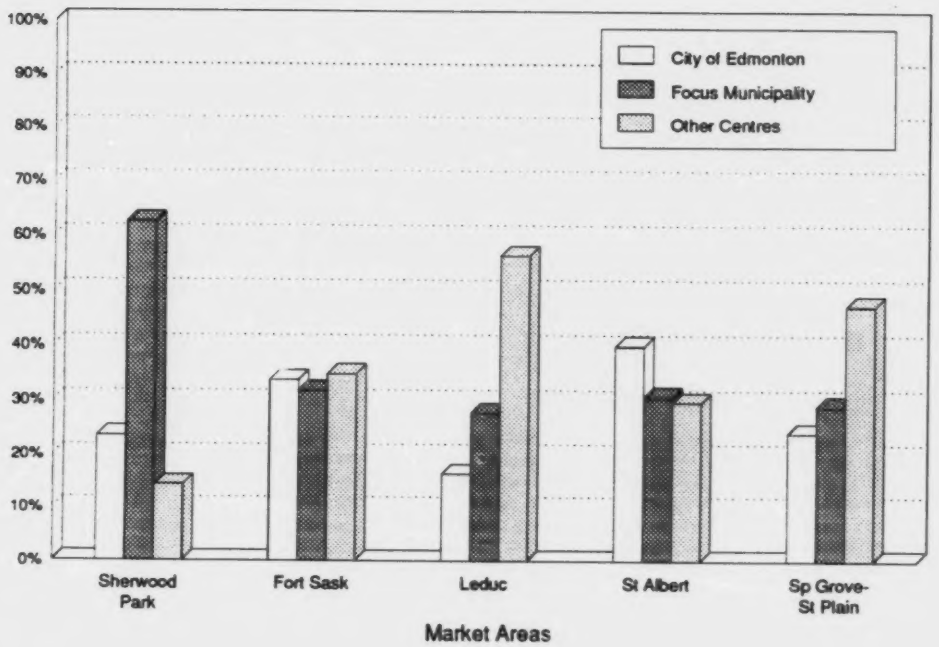
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 5
Florist Products

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	23.0	35.5	15.1	37.1	30.3
BEAUMONT	.4		2.8		.1
BON ACCORD		1.0	.3	1.4	
CALMAR	.1		1.3		
DEVON			1.4		4.6
FORT SASKATCHEWAN	1.6	29.7			.0
GIBBONS		1.6			
LEDUC	.1		37.1	.3	.4
LEGAL			.1	1.4	
MORINVILLE		.3		14.7	.2
NEW SAREPTA	.1		.1		
REDWATER		11.5	.3		
ST. ALBERT	.1	1.7	.0	37.2	2.2
SHERWOOD PARK	61.4	.9	1.3		.1
SPRUCE GROVE	.1		.9	.1	20.9
STONY PLAIN			1.2	.4	24.5
ALBERTA BEACH					1.4
ARDROSSAN	.2		.3		
BARRHEAD				.4	2.2
BRETON			.4		
BRUDERHEIM		4.5			
CAMROSE	.3		4.4		
DRAYTON VALLEY			1.5		.7
EVANSBURG					4.8
GUNN					.3
LAMONT		3.1			
MILLET		.1	2.5		
ONOWAY				3.1	6.0
RADWAY		1.0			
THORSBY			3.0		
THORHILD		5.7			
TOFIELD	11.8				
WABAMUN					.3
WARBURG			.8		
WESTLOCK		2.5		3.0	.1
WETASKIWIN			22.6	.1	.0
OTHER	.9	.9	2.5	.8	.7

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 6
Drugstore Items



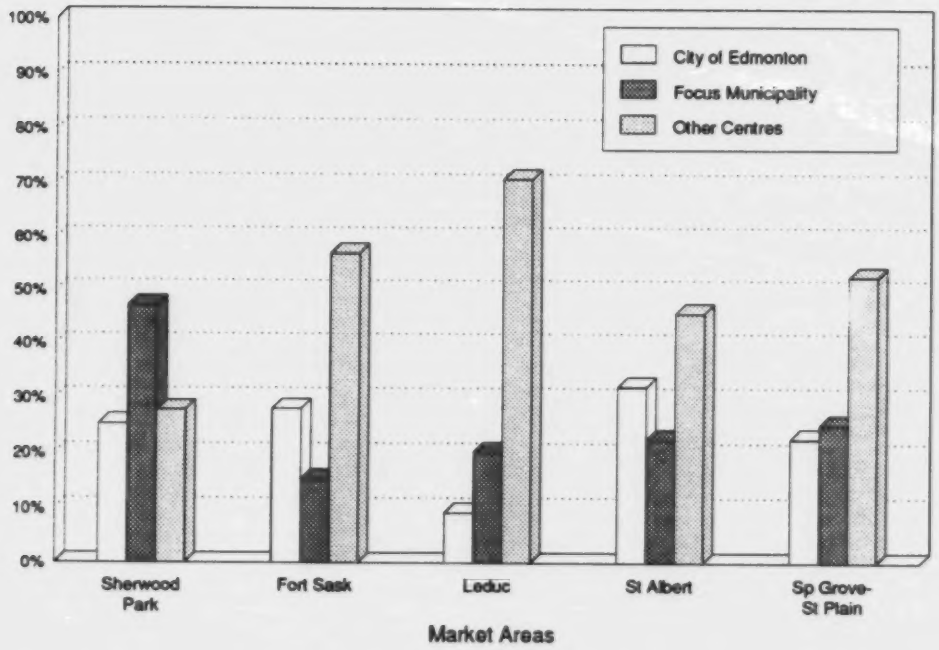
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 6
Drugstore Items

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	23.4	33.6	16.2	39.8	23.9
BEAUMONT	.2		2.6		
BON ACCORD		.1	.6		
CALMAR			9.4		
DEVON			1.5		4.8
FORT SASKATCHEWAN	1.5	31.7		.7	.0
GIBBONS		5.7	.2	.6	
LEDUC	.2	.1	27.6	.3	.0
MORINVILLE		.9		13.6	.0
REDWATER		7.6			.0
ST. ALBERT		.5	.0	30.6	1.8
SHERWOOD PARK	62.4	.9	1.2		.0
SPRUCE GROVE	.1		.5	.7	20.2
STONY PLAIN			1.1	.2	28.9
ALBERTA BEACH					.1
BARRHEAD				.3	2.2
BRETON			3.5		.2
BRUDERHEIM		.1			
CAMROSE	.2		4.2		
DRAYTON VALLEY			1.0		.5
ENTWISTLE				.1	.3
EVANSBURG					5.7
HAY LAKES			.0		
LAMONT	.1	4.3			.0
MAYERTHORPE					.1
MILLET			3.2		
NAMAO			.1		
ONOWAY				3.6	8.4
RADWAY		4.5			
THORSBY			7.8		
THORHILD		8.4			
TOFIELD	11.0				
WABAMUN					2.5
WARBURG			.6		
WESTLOCK		1.3		4.7	
WETASKIWIN			18.7		.0
WASKATENAU		.1			
OTHER	.9	.4	.1	4.8	.1

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 7
Gasoline



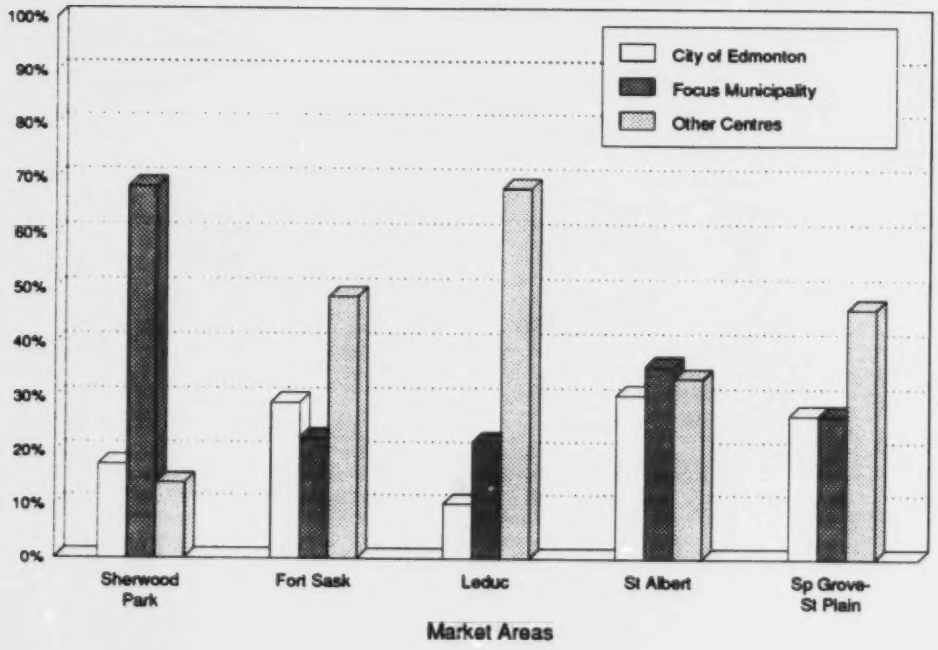
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 7
Gasoline

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	25.2	27.9	9.1	32.0	22.5
BEAUMONT	.4		3.5	.1	.1
BON ACCORD		3.9	.7	3.2	
CALMAR			4.1	.2	
DEVON			.5		3.5
FORT SASKATCHEWAN	2.3	15.3		.8	
GIBBONS		6.3	.2		
LEDUC	.5		20.1	.3	.2
LEGAL		.5		3.6	
MORINVILLE		.9	.0	22.1	.2
NEW SAREPTA	.5		.8		
REDWATER		8.6			
ST. ALBERT		.4		22.4	.8
SHERWOOD PARK	47.1	.5	.6		.0
SPRUCE GROVE	.1		.3	.3	18.5
STONY PLAIN			1.1	.2	25.0
ALBERTA BEACH					1.3
ARDROSSAN	3.9	.3			
BARRHEAD				.1	1.2
BRUDERHEIM		8.7			.0
CAMROSE	.2		1.5		
ENTWISTLE				.1	2.0
EVANSBURG					4.0
HAY LAKES	.5		2.5		
LAMONT		4.0			
MILLET			9.4		
NAMAO			.6	2.2	
NISKU	.1		2.3		.1
ONOWAY				5.2	9.6
RADWAY		4.2			
THORSBY		.1	14.3		
THORHILD		10.2			
TOFIELD	11.1				
WABAMUN					2.9
WARBURG			7.3		.1
WESTLOCK		.5		3.8	
WETASKIWIN			12.0	.1	
OTHER	8.2	7.8	9.0	3.4	8.0

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 8
Liquor



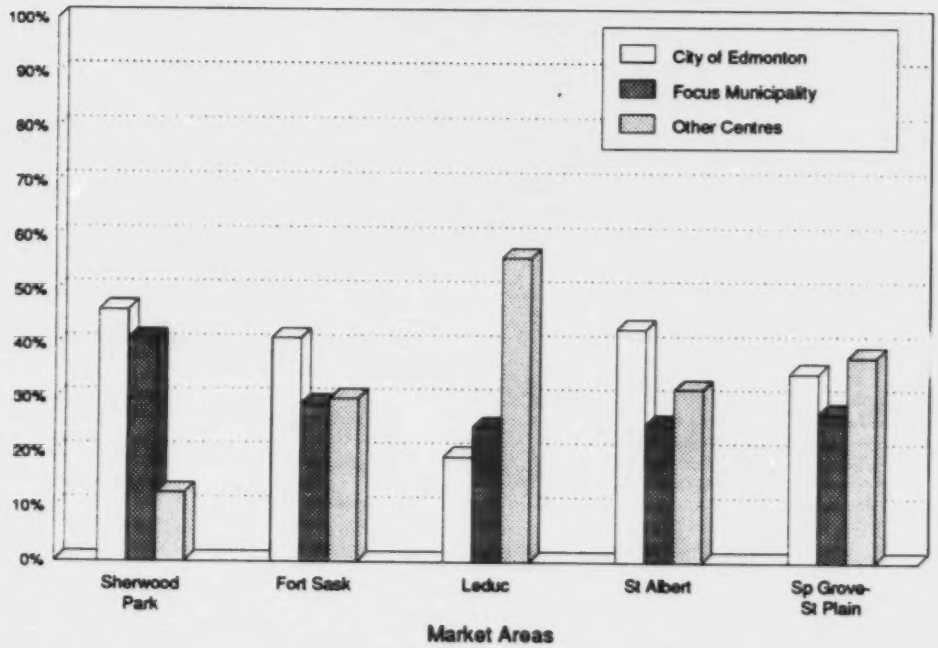
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 8
Liquor

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	17.5	29.0	10.1	30.5	17.5
BEAUMONT	.5		5.3		.1
BON ACCORD			1.5	.2	
CALMAR			5.5	.4	
DEVON			.7		5.0
FORT SASKATCHEWAN	1.6	22.5		.6	
GIBBONS		9.8	.3	2.5	
LEDUC	.1	.1	21.7	.2	
LEGAL		.3		4.7	
MORINVILLE		.3	.0	15.4	.1
REDWATER		11.1	.1		.0
ST. ALBERT		.2		35.9	1.6
SHERWOOD PARK	68.5	.7	1.3		.0
SPRUCE GROVE	.1		.4	.3	19.5
STONY PLAIN		.1	1.2	.1	26.8
ALBERTA BEACH		.1			
BARRHEAD				.1	1.8
BRETON			.5		
BRUDERHEIM		9.0			.0
CAMROSE	.3		3.8		
DRAYTON VALLEY			.3		.2
ENTWISTLE					.2
EVANSBURG				.1	6.7
LAMONT		3.9			
MAYERTHORPE					.1
MILLET			9.2		
NAMAO			.1	.4	
NISKU			.1		
ONOWAY				4.3	13.2
RADWAY		.8			
THORSBY			13.9		
THORHILD		11.2			
TOFIELD	11.4				
WABAMUN					6.1
WARBURG			7.2		.3
WESTLOCK		.7		3.8	
WETASKIWIN			16.3	.2	.1
OTHER		.4	.4	.5	.6

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 9
Hardware/Home Improvement Products



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 9
Hardware/Home Improvement Products

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	46.4	41.2	19.2	43.0	34.8
BEAUMONT			1.4		
CALMAR			2.4	.2	
DEVON			1.1		2.4
FORT SASKATCHEWAN	2.5	28.9		.6	.0
GIBBONS		1.1	.1	.3	
LEDUC	.4		24.7	.1	
LEGAL				.7	
MORINVILLE		.5		18.9	.1
NEW SAREPTA	.5		.9		
REDWATER		9.5			.0
ST. ALBERT		.8		25.2	1.0
SHERWOOD PARK	41.1	.8	.4		.0
SPRUCE GROVE	.1	.1	.5	.7	18.1
STONY PLAIN			.8	.4	27.3
BARRHEAD				.5	2.1
BRETON			.4		
BRUDERHEIM		1.8			
CAMROSE	1.0		4.4		
DRAYTON VALLEY			.3		.7
ENTWISTLE					.1
EVANSBURG				.1	5.4
GUNN					.1
LAMONT		3.4			
MAYERTHORPE					.1
MILLET			.1		
ONOWAY				2.1	6.3
RADWAY		1.1			
SANGUDO				.0	.7
THORSBY			17.3	.2	.0
THORHILD		8.3			
TOFIELD	7.3				
WABAMUN					.3
WARBURG			3.5		.1
WESTLOCK		1.8		5.7	
WETASKIWIN		.1	21.5	.3	
OTHER	.7	.7	.7	1.0	.5

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

6. MEDIUM ORDER GOODS

Medium order goods are items which are bought less frequently and usually with larger amounts of money than low order goods. In contrast to low order goods, shoppers will travel further for medium order goods.

The medium order goods included in the survey comprise the following: children's clothing and shoes (Table 10), adult clothing and shoes (Table 11), sporting goods (Table 12) and small appliances (Table 13).

Sherwood Park Market Area

Shopping for medium order goods by area residents is focused on Edmonton and Sherwood Park. Edmonton's share of the area's households ranges between 49.3 percent (children's clothing) and 71.3 percent (sporting goods) while Sherwood Park's share is between 24.7 percent (small appliances) and 45.9 percent (children's clothing). Medium order goods are, to some degree, also supplied to the area residents by two smaller centres - Tofield with between 1.3 percent (children's clothing, sporting goods) and 4.4 percent (small appliances) of households and Camrose with between 0.7 percent (sporting goods) and 2.2 percent (children's clothing).

Fort Saskatchewan Market Area

Shopping by area households for medium order goods is focused on Edmonton and Fort Saskatchewan in that order. Edmonton's share of the area's households ranges between 66.4 percent (for small appliances) and 74.9 percent (for adult clothing) while Fort Saskatchewan's share varies between 13.9 percent (for adult clothing) and 18 percent (for children's clothing). Medium order goods are also obtained by the area residents in a number of smaller centres. The most important are Redwater with a proportion of between 1.8 percent (sporting goods) and 4.7 percent (small appliances) of households, Westlock with between 1.4 percent (sporting goods) and 3.1 percent (adult clothing) as well as Thorhild with between 0.5 percent (children's clothing) and 4.6 percent (small appliances).

Leduc Market Area

Shopping by area residents for medium order goods is focused on three municipalities - Edmonton, Leduc and Wetaskiwin. Edmonton's share of the area households ranges between 45.4 percent (small appliances) and 57.3 percent (adult clothing), while Leduc's share is between 14.9 percent (small appliances) and 19.4 percent (children's clothing). Wetaskiwin, which is situated beyond the study area boundaries, attracts between 15.6 percent (adult clothing) and 18.2 percent (children's clothing) of the Leduc area households. Medium order goods are also supplied to the area residents by a number of smaller centres of which the most important are Camrose, with between 2.7 percent (sporting goods) and 4 percent (adult clothing) of households, and Thorsby, with between 1.2 percent (children's clothing) and 12.5 percent (small appliances).

St. Albert Market Area

Shopping by area residents for medium order goods is concentrated in Edmonton and St. Albert. Edmonton's share of the area households ranges between 61.8 percent (children's clothing) and 71.9 percent (sporting goods) while St. Albert's share is between 20.2 percent (sporting goods) and 28.4 percent (children's clothing). Medium order goods are also supplied to the area households by several smaller centres of which the most important are Morinville with between 2.6 percent (sporting goods) and 4.1 percent (children's clothing) and Westlock with between 3.6 percent (children's clothing, sporting goods) and 3.8 percent (adult clothing, small appliances).

Spruce Grove - Stony Plain Market Area

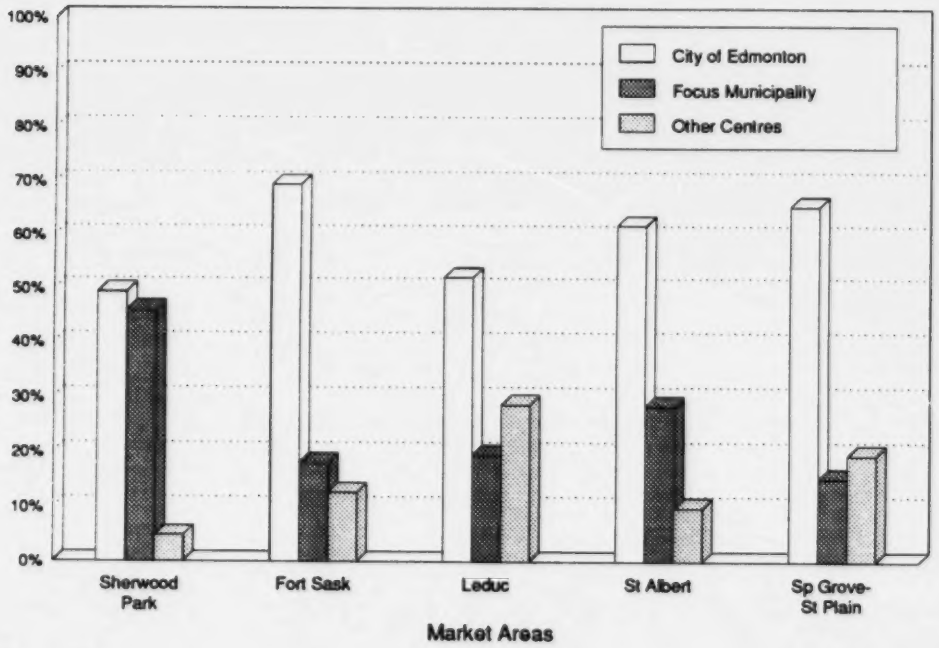
Shopping by area residents for medium order goods is focused on Edmonton, Stony Plain and Spruce Grove. Edmonton's share of the area households ranges between 65.4 percent (children's clothing) and 74.5 percent (sporting goods), Stony Plain's share is between 5.5 percent (sporting goods) and 15.2 percent (children's clothing) and Spruce Grove's share is between 5.1 percent (small appliances) and 11.9 percent (sporting goods). Medium order goods are also supplied to the area residents by a number of smaller centres of which the most important are Barrhead with between 1.2 percent (sporting goods) and 2.4 percent (adult clothing) of the area households, Evansburg with between 0.9 percent (children's clothing) and 2.6 percent (small appliances) and Devon with between 0.7 percent (adult clothing) and 1.6 percent (children's clothing, sporting goods).

Looking at the study area as a whole we can observe that Edmonton dominates the area's trade in medium order goods. This is particularly true in the Fort Saskatchewan market area where between 66.4 percent (small appliances) and 74.9 percent (adult clothing) of households shop in Edmonton. Edmonton's strong influence can also be seen in the Spruce Grove - Stony Plain market area where between 65.4 percent (children's clothing) and 74.5 percent (sporting goods) of households shop for medium order goods in Edmonton, followed by St. Albert's market area with between 61.8 percent (children's clothing) and 71.9 percent (sporting goods), and Sherwood Park with between 49.3 percent (children's clothing) and 71.3 percent (sporting goods). Edmonton is least influential in the Leduc market area where between 45.4 percent (small appliances) and 57.3 percent (adult clothing) of households shop for medium order goods in Edmonton.

The rural residents of the Region generally shop in their focus urban municipalities for medium order goods to a lesser degree than their urban counterparts residing in these municipalities. This is particularly true with respect to Fort Saskatchewan's market area from which between 13.9 percent (adult clothing) and 18 percent (children's clothing) of rural residents shop in Fort Saskatchewan for medium order goods while between 29.6 percent (small appliances) and 55.5 percent (children's clothing) of Fort Saskatchewan's residents shop for these goods locally.

The strongest orientation of rural residents to their urban focus can be found in the Sherwood Park market area where between 24.7 percent (small appliances) and 45.9 percent (children's clothing) of households shop for medium order goods in Sherwood Park while between 29.1 percent (small appliances) and 53.2 percent (children's clothing) of Sherwood Park's households shop for these goods locally. Second in the Region is St. Albert which attracts between 20.2 percent (sporting goods) and 28.4 percent (children's clothing) of its market area households to its medium order commercial facilities while between 40.5 percent (small appliances) and 57.6 percent of St. Albert's residents shop for these goods locally.

Figure 10
Children's Clothing and Shoes



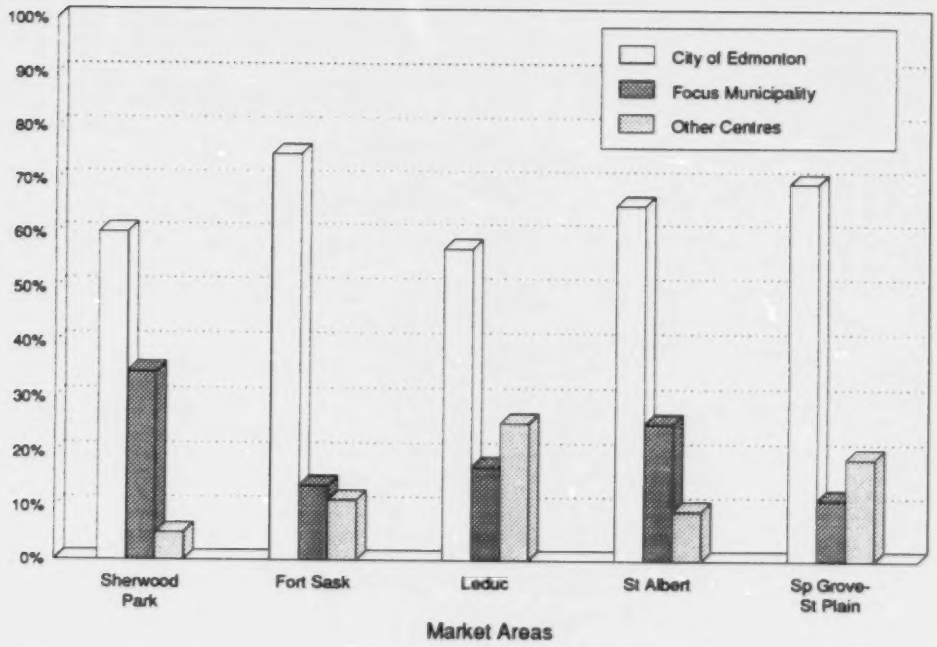
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 10
Children's Clothing and Shoes

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	49.3	69.4	52.0	61.8	65.4
BEAUMONT	.2		1.0		.
CALMAR			.2		
DEVON			.6		1.6
FORT SASKATCHEWAN	.5	18.0		.4	.0
GIBBONS		.2			
LEDUC	.2		19.4	.2	.1
LEGAL				.1	
MORINVILLE		.4	.1	4.1	
REDWATER		5.2			.0
ST. ALBERT		.6		28.4	1.8
SHERWOOD PARK	45.9	1.3	1.0		.0
SPRUCE GROVE			.3	.1	10.9
STONY PLAIN			.4	.3	15.2
ARDROSSAN	.5				
BARRHEAD				.4	1.9
BRETON			.4		
BRUDERHEIM		.3			
CAMROSE	2.2	.3	3.7		
DRAYTON VALLEY			1.3		1.2
EVANSBURG					.9
LAMONT		.7			
ONOWAY				.3	.4
RADWAY		.2			
THORSBY			1.2		
THORHILD		.5			
TOFIELD	1.3				
WABAMUN					.0
WESTLOCK		2.7		3.6	
WETASKIWIN			18.2		
OTHER		.3	.4	.3	.4

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 11
Adult Clothing and Shoes



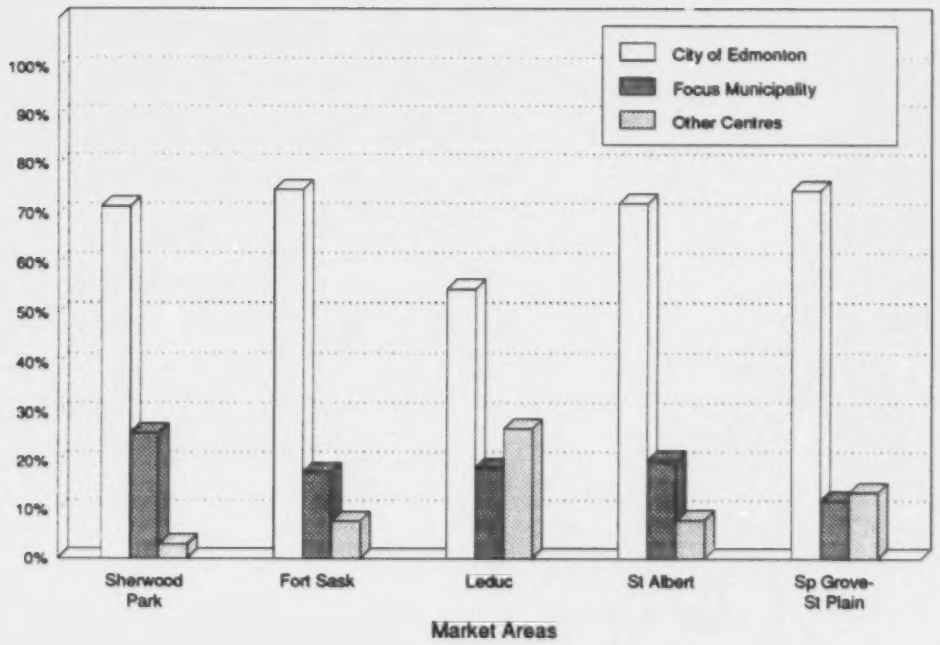
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 11
Adult Clothing and Shoes

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	60.2	74.9	57.3	65.3	69.5
BEAUMONT			.6		.
BON ACCORD		.1			
CALMAR			.1		
DEVON			.4		.7
FORT SASKATCHEWAN	.7	13.9	.1	.3	
GIBBONS		.2			
LEDUC	.2		17.4	.3	.1
LEGAL				.1	
MORINVILLE		.2		2.8	
REDWATER		3.9			.0
ST. ALBERT		.5		25.1	1.6
SHERWOOD PARK	34.7	.7	.6		.0
SPRUCE GROVE			.1	.3	8.4
STONY PLAIN			.3	.2	11.5
BARRHEAD				.5	2.4
BRETON			.2		
CAMROSE	1.0	.4	4.0		
DRAYTON VALLEY			.9		1.9
ENTWISTLE					.1
EVANSBURG				.1	2.4
LAMONT		.3			
MAYERTHORPE					.2
MILLET			.3		
ONOWAY				.8	.6
RADWAY		.2			
SANGUDO					.0
THORSBY			1.5		
THORHILD		1.2			
TOFIELD	2.7				
WABAMUN					.0
WARBURG			.1		
WESTLOCK		3.1		3.8	
WETASKIWIN		.1	15.6	.1	
OTHER	.4	.4	.5	.3	.6

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 12
Sporting Goods



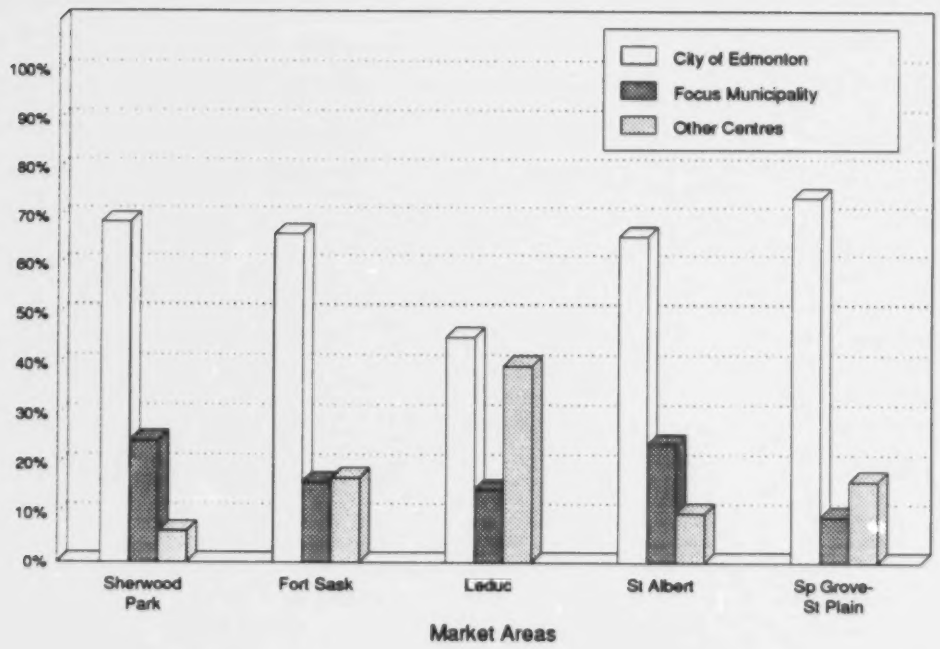
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 12
Sporting Goods

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	71.3	74.7	54.7	71.9	74.5
BEAUMONT			.3		
CALMAR			.2		
DEVON			.6		1.6
FORT SASKATCHEWAN	.4	17.7	.1	.5	.0
GIBBONS		.1			
LEDUC	.1		18.6	.5	.0
MORINVILLE		.1		2.6	
REDWATER		1.8			
ST. ALBERT		.5		20.2	1.1
SHERWOOD PARK	25.8	.4	.5		.0
SPRUCE GROVE			.2	.3	11.9
STONY PLAIN			.4		5.5
ALBERTA BEACH					.1
BARRHEAD				.2	1.2
BRETON			.1		
BRUDERHEIM		.3			
CAMROSE	.7		2.7		
DRAYTON VALLEY			.7		1.8
EVANSBURG					1.1
GUNN					.1
LAMONT		.6			
MAYERTHORPE					.0
ONOWAY				.1	.8
RADWAY		.1			
SANGUDO					.0
THORSBY			4.2		
THORHILD		1.8			
TOFIELD	1.3				
WARBURG			.2		
WESTLOCK		1.4		3.6	
WETASKIWIN			16.0	.1	
WASKATENAU		.1			
OTHER	.4	.6	.4	.1	.2

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 13
Small Appliances



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 13
Small Appliances

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	68.9	66.4	45.4	65.9	74.0
BEAUMONT			.5		
CALMAR			1.0		.
DEVON			.4		1.4
FORT SASKATCHEWAN	.5	16.4	.1	.2	
GIBBONS		.2			
LEDUC			14.9	.3	.2
LEGAL		.1		.4	
MORINVILLE		.2		3.5	
NEW SAREPTA	.1				
REDWATER		4.7			
ST. ALBERT		.9		24.0	1.3
SHERWOOD PARK	24.7	.3	.7		.0
SPRUCE GROVE			.2		5.1
STONY PLAIN			1.0	.1	9.4
ALBERTA BEACH					.1
BARRHEAD				.3	2.1
BRETON			.6		.1
BRUDERHEIM		.3			
CAMROSE	1.0		3.9		
DRAYTON VALLEY			.3		1.2
ENTWISTLE					.1
EVANSBURG				.1	2.6
HAY LAKES			.1		
LAMONT		2.7			
MAYERTHORPE					.0
MILLET			.2		
NAMAO			.1		
ONOWAY				1.1	2.0
RADWAY		.9			
THORSBY			12.5		.0
THORHILD		4.6			
TOFIELD	4.4				
WABAMUN					.1
WARBURG			.5		
WESTLOCK		1.9		3.8	
WETASKIWIN			17.1	.3	
OTHER	.5	.6	.6	.2	.3

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

7. HIGH ORDER GOODS

High order goods are items that are bought rather infrequently, their purchase as a rule involving the expenditure of a large sum of money. Shoppers for these goods are willing to travel long distances and visit a number of establishments before they make their purchase.

High order goods included in the survey comprise the following: large appliances (Table 14), furniture (Table 15) and car or truck (Table 16).

Shopping by study area rural residents for high order goods is strongly focused on the City of Edmonton. This is particularly true with respect to furniture which in all but one market area is purchased in Edmonton by between 93.6 percent (Spruce Grove - Stony Plain) and 94.8 percent (Sherwood Park) of households. The only exception is Leduc's market area where substantial proportions of residents shop for furniture in several other centres, mainly in Leduc (12.7 percent), Wetaskiwin (9.2 percent) and Thorsby (2 percent). This reduces Edmonton's share in the Leduc area to 72.9 percent of the area households. Sherwood Park, which is second to Leduc in terms of furniture sales, attracts 3.8 percent of its market area households to its furniture stores.

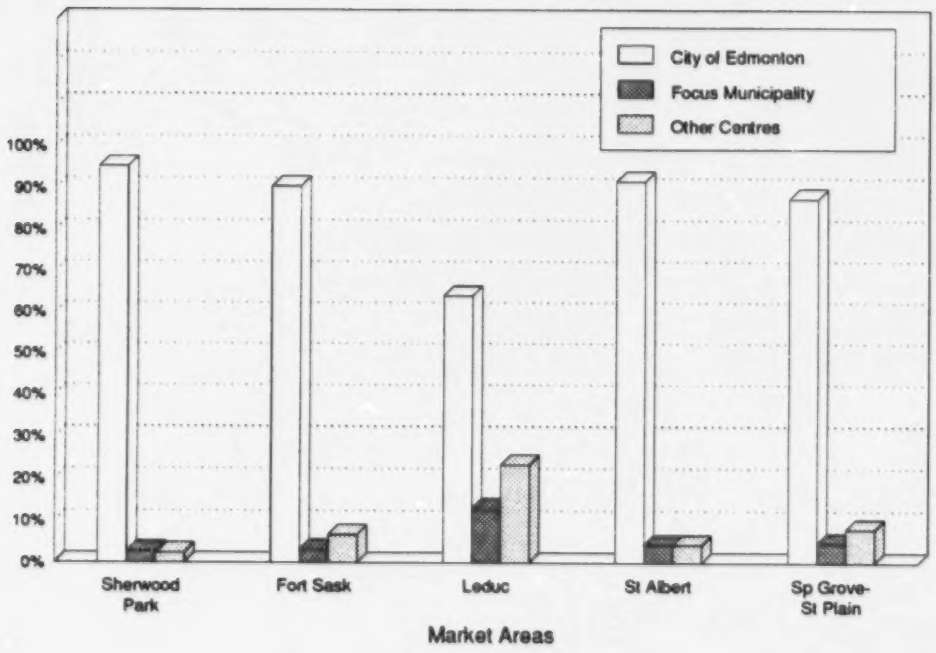
Large appliances are purchased in Edmonton by between 87.4 percent (Spruce Grove - Stony Plain area) and 95 percent (Sherwood Park area) of rural area residents. In Leduc's market area, the proportion is substantially lower at 63.9 percent. This is due to strong competition from Leduc attracting 12.9 percent of the market area residents as well as Wetaskiwin (10.1 percent) and Thorsby (8.5 percent).

The distribution of car or truck purchases is quite different from that of other high order goods. The main difference is a substantially lower concentration in the City of Edmonton. As can be seen from Table 16, a car or truck is purchased in Edmonton by between 53.7 percent (Spruce Grove - Stony Plain area) and 59.7 percent (St. Albert area) of the rural market areas households, except for Leduc's area where the proportion is even lower at 28.3 percent. The main reason for Edmonton's relatively small influence in the Leduc area is the strong competition from Leduc which serves 17.4 percent of the area households and, in particular, from Wetaskiwin which attracts over 39 percent of the Leduc area households shopping for a car or truck.

Cars or trucks are purchased, by the study area residents, not only in Edmonton and in the focus urban municipalities, but also in a number of smaller centres both within and outside the study area. The most important of these are the following: Tofield and Wetaskiwin attract 6.9 percent and 5.6 percent of the Sherwood Park market area households respectively, compared to Sherwood Park's share of 17.6 percent. Thorhild attracts 5.5 percent, Westlock, Lamont and Wetaskiwin 3.6 percent and Redwater 3.4 percent of the Fort Saskatchewan area households, compared to Fort Saskatchewan's share of 13.6 percent. Wetaskiwin serves 39.1

percent, Camrose 4.4 percent and Thorsby 3.4 percent of the Leduc market area households compared to Leduc's share of 17.4 percent. Westlock attracts 7.2 percent, Morinville 2.7 percent and Wetaskiwin 2.5 percent of the St. Albert market area households, compared to St. Albert's share of 14.8 percent. Barrhead serves 2.7 percent, Wetaskiwin 2 percent and Devon 1.6 percent of the Spruce Grove - Stony Plain market area households compared to Spruce Grove's and Stony Plain's share of 18.1 percent and 13.3 percent, respectively. It is also interesting to note in this context that Wetaskiwin is the only centre, in addition to Edmonton, which attracts some car or truck buyers from each of the market areas and its share of the Leduc market area households is, at 39.1 percent, more than double that of the City of Leduc.

Figure 14
Large Appliances



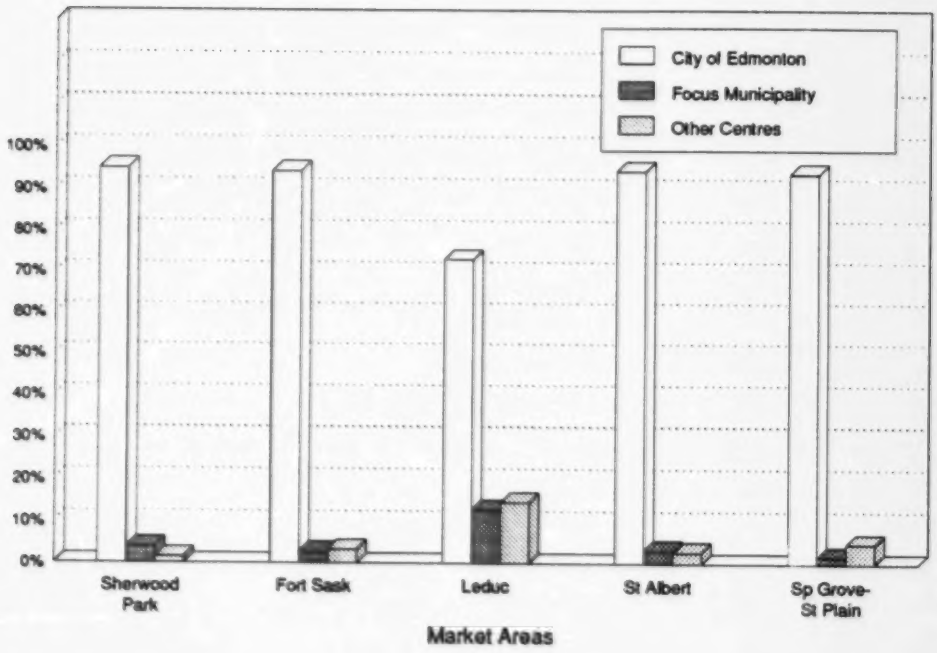
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 14
Large Appliances

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	95.0	90.3	63.9	91.5	87.4
BEAUMONT			.2		
BON ACCORD		.1			
CALMAR			.0		
DEVON			.3		.5
FORT SASKATCHEWAN		3.1			
GIBBONS		.2			
LEDUC	.1		12.9		.2
LEGAL		.1		.2	
MORINVILLE				1.0	
REDWATER		1.7			
ST. ALBERT				4.3	.5
SHERWOOD PARK	2.7		.1		
SPRUCE GROVE					3.2
STONY PLAIN			.1	.2	4.7
ALBERTA BEACH					.1
ARDROSSAN	.1				
BARRHEAD				.4	1.4
BRETON			.1		
BRUDERHEIM		.2			
CAMROSE	.7	.2	2.4		
DRAYTON VALLEY			.4		.6
EVANSBURG					.7
HAY LAKES			.0		
LAMONT		.3			
MAYERTHORPE					.0
ONOWAY					.5
RADWAY		.2			
THORSBY			8.5		.1
THORHILD		2.0			
TOFIELD	.9				
WARBURG			.6		
WESTLOCK		1.2		2.1	
WETASKIWIN			10.1		
OTHER	.4	.5	.4	.3	.1

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 15
Furniture



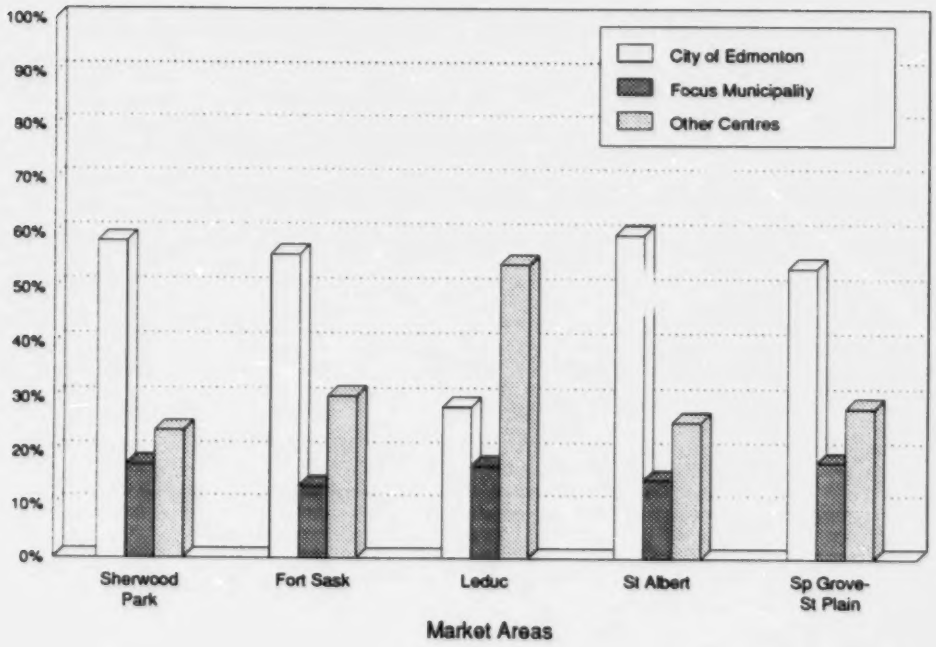
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 15
Furniture

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	94.8	94.1	72.9	94.2	93.6
DEVON					.5
FORT SASKATCHEWAN	.1	2.7			
GIBBONS		.1			
LEDUC	.1		12.7	.1	.2
LEGAL				.1	
MORINVILLE				.3	
REDWATER		.7			
ST. ALBERT				3.1	.3
SHERWOOD PARK	3.8	.2	.1		
SPRUCE GROVE					1.0
STONY PLAIN			.1		1.7
BARRHEAD				.1	1.2
BRETON			.1		
CAMROSE	.5	.2	1.9		.0
DRAYTON VALLEY			.5		.5
EVANSBURG					.8
LAMONT		.2			
RADWAY		.1			
THORSBY			2.0		
THORHILD		.3			
TOFIELD	.4				
WARBURG			.1		
WESTLOCK		1.2		1.6	
WETASKIWIN			9.2	.1	
OTHER	.3	.3	.5	.5	.2

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 16
Car or Truck Purchase



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 16
Car or Truck Purchase

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	58.5	56.1	28.3	59.7	53.7
BON ACCORD		.1			.
DEVON	.1		.7		1.6
FORT SASKATCHEWAN	2.4	13.6	.1	1.3	.1
GIBBONS			.1		
LEDUC	1.5		17.4	.3	1.0
LEGAL		.8	.1	5.2	.1
MORINVILLE	.2	.3		2.7	.2
NEW SAREPTA	.1				
REDWATER		3.4			
ST. ALBERT	.3	1.0	.3	14.8	1.4
SHERWOOD PARK	17.6	.9	.3	.1	.0
SPRUCE GROVE	.3	.5	.6	1.1	18.1
STONY PLAIN		.4	.4	1.6	13.3
ALBERTA BEACH					.1
BARRHEAD		.1	.1	.4	2.7
BRUDERHEIM	.2	.5			
CAMROSE	2.4	.3	4.4	.1	.4
DRAYTON VALLEY	.1	.3	1.6		1.8
LAMONT	.3	3.6		.5	.0
MAYERTHORPE					.2
ONOWAY				.3	.4
RADWAY		.2			
THORSBY		.1	3.4		.2
THORHILD	.2	5.5		.2	
TOFIELD	6.9	.1	.1		
WABAMUN					.3
WARBURG			.3		
WESTLOCK		3.6	.1	7.2	.4
WETASKIWIN	5.6	3.6	39.1	2.5	2.0
WASKATENAU		.7			
OTHER	3.5	4.4	2.8	1.9	2.0

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

8. GROCERIES

Groceries used to be a low order good which was bought frequently and in close proximity to the residence of the purchaser. This situation changed with the appearance and growth of supermarkets and, in particular, with the recent introduction of mega-food stores. As indicated in a recent report[6] about Edmonton's mega-stores ". . . the giant food stores have been successful in changing shopping habits of some consumers by attracting them from greater distances to purchase a larger variety and quantity of goods. Some consumers have abandoned the smaller, older, less efficient local neighbourhood food stores, resulting in store closures because of competition with mega-food stores".

The report's finding, that a large proportion (23 percent) of mega-store patrons come from outside Edmonton, seems to be supported by the data about grocery shopping patterns displayed in Table 17. As can be seen in the table, the largest proportion of rural residents shopping in Edmonton for groceries comes from the St. Albert market area (48.3 percent), followed by Fort Saskatchewan's area (44.9 percent), the Spruce Grove - Stony Plain area (37.5 percent) and the Sherwood Park area (33 percent). The smallest proportion of rural residents shopping for groceries in Edmonton (26.7 percent) comes from the Leduc market area. There are three larger municipalities in the Leduc area - Leduc (with 30.2 percent of the area households), Wetaskiwin (17 percent) and Camrose (3 percent) - which together with a number of smaller centres (e.g. Thorsby with 8.5 percent) - compete very effectively with Edmonton for the residents' grocery dollars.

The strongest focus urban municipality with respect to grocery shopping is Sherwood Park which attracts 55.9 percent of its market area residents to its grocery stores, followed by Leduc (30.2 percent), Stony Plain (29.5 percent), St. Albert (29.3 percent), Fort Saskatchewan (24.4 percent) and Spruce Grove (15.7 percent).

When comparing the grocery shopping patterns of the focus urban municipalities' residents with that of the study area rural residents, it is possible to observe that the households of the rural market areas generally shop for groceries in Edmonton to a larger degree (between 26.7 percent and 48.3 percent) than their counterparts in the focus urban municipalities (between 17.1 percent and 31.7 percent).

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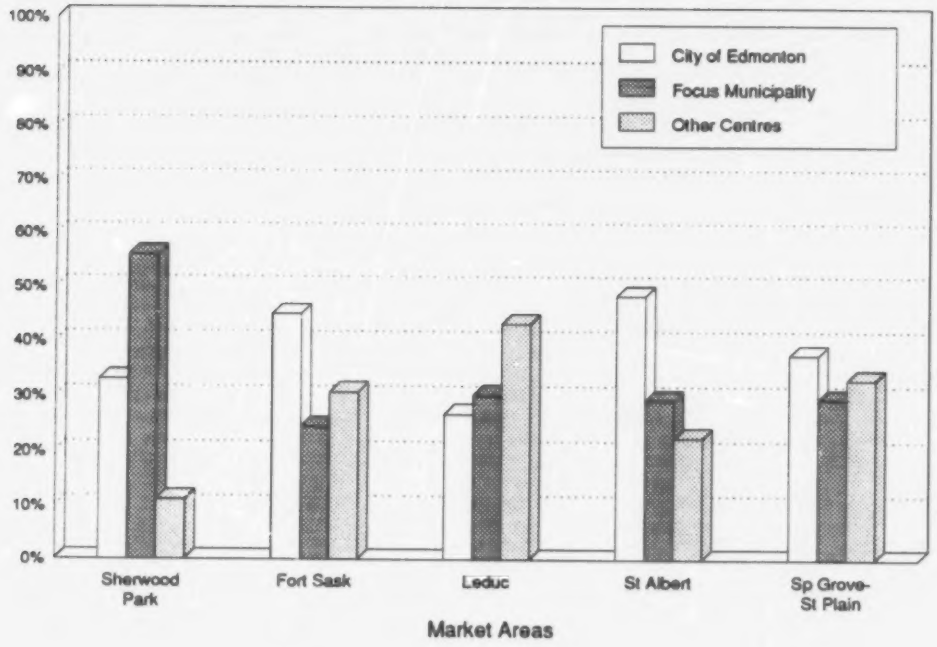
[6] Research Paper 22, "Land Use and Market Area Analyses of Mega-food Stores in Edmonton", by Edward Egyedy, Corporate Forecasting Group, Long Range Planning Branch, City of Edmonton, May, 1988.

Figure 17
Groceries



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 17
Groceries

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	33.0	44.9	26.7	48.3	37.5
BEAUMONT			1.1	.1	
BON ACCORD		.7	.1	1.4	.
CALMAR			.8		
DEVON			1.1		2.1
FORT SASKATCHEWAN	1.2	24.4	.0		.0
GIBBONS		1.5	.2		
LEDUC	.1		30.2	.4	.3
LEGAL		.3	.1	3.0	
MORINVILLE				8.2	.1
NEW SAREPTA	.1		.1		
REDWATER		6.8			.0
ST. ALBERT		.7		29.3	1.4
SHERWOOD PARK	55.9	1.3	1.1		.0
SPRUCE GROVE	.1		.6	.7	15.7
STONY PLAIN			.9	.6	29.5
ALBERTA BEACH					.3
ARDROSSAN	.1				
BARRHEAD				.6	2.4
BRETON			.8		
BRUDERHEIM		3.2			
CAMROSE	.3		3.0		
DRAYTON VALLEY			.3		1.4
ENTWISTLE				.1	.5
EVANSBURG					3.0
HAY LAKES			1.1		
LAMONT		2.7			
MILLET			2.1		
ONOWAY				2.2	3.5
RADWAY		2.5			
THORSBY			8.5		.0
THORHILD		9.4		.1	
TOFIELD	9.3				
WABAMUN					.8
WARBURG			1.9		.1
WESTLOCK		1.2		4.2	
WETASKIWIN		.1	17.0	.1	
OTHER		.2	2.3	.7	1.2

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

9. PREFERRED GROCERY STORES IN EDMONTON

In addition to information about where (in which municipality) rural households usually shop for groceries, the 1988 survey also gathered data revealing shoppers' preferences with respect to various supermarket chains located in Edmonton. This information is summarized in Table 18. The table shows information regarding those households choosing a particular supermarket chain for their first choice as a percentage of all households who indicated Edmonton as their first or second choice location for grocery shopping.

As shown in the table, Superstore is preferred by a large proportion of the study area rural shoppers. Superstore's proportion of the households, who indicated Edmonton as their first or second choice location for grocery shopping, is the largest in the Spruce Grove - Stony Plain market area (64.8 percent), followed by the Leduc area (54.2 percent), the St. Albert area (47.3 percent), the Fort Saskatchewan area (45.7 percent) and the Sherwood Park area (43.8 percent).

The percentage of grocery shoppers preferring Food for Less ranges between 10.4 percent (the Fort Saskatchewan area) and 26.2 percent (the Leduc Area) of the areas' households. The range for Safeway, between 11.6 percent (the Spruce Grove - Stony Plain area) and 27.2 percent (the Fort Saskatchewan area), is higher than that for Food for Less. Co-op is most important in the Sherwood Park market area, with 11.5 percent of the area households, and least important in the Spruce Grove - Stony Plain area (1.4 percent). Woodwards captures between 1.5 percent (the Leduc area) and 5.5 percent (the St. Albert area) of the rural market areas' shoppers. IGA is strong in the Fort Saskatchewan and St. Albert areas with 6.7 percent and 4 percent of the areas shoppers, respectively.

The residents of the rural market areas generally shop to a lesser degree in Superstore (between 43.8 percent and 64.8 percent) than their urban counterparts in the focus urban municipalities (between 53 percent and 79.7 percent). The opposite is true with respect to their shopping in Food for Less and Safeway.

Figure 18
Preferred Grocery Stores in Edmonton

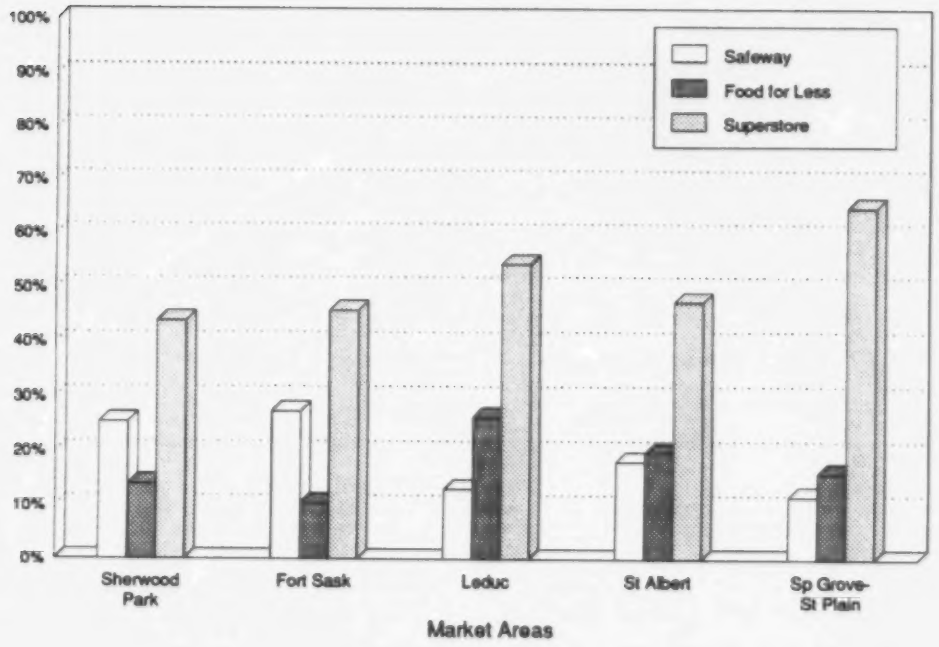


Table 18
Preferred Grocery Stores in Edmonton

STORES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
SAFEWAY	25.3	27.2	12.9	18.0	11.6
CO-OP	11.5	4.3	1.8	2.8	1.4
IGA	1.8	6.7	.6	4.0	.1
WOODWARDS	2.4	2.7	1.5	5.5	1.7
FOOD FOR LESS	13.9	10.4	26.2	19.7	15.9
SUPERSTORE	43.8	45.7	54.2	47.3	64.8
OTHER	1.2	3.1	2.9	2.7	4.5

Note: The table shows those households choosing a particular supermarket chain for their first choice as a percentage of all households who indicated Edmonton as their first or second choice location for grocery shopping.

10. PREFERRED SHOPPING CENTRES IN EDMONTON

In the 1988 survey, data about shopping habits with respect to individual goods and services were supplemented with information about shoppers' preferences with respect to particular supermarkets (as described earlier) and particular shopping centres in Edmonton. This latter information is displayed in Table 19. It may be noted in the table that there are only three shopping centres, namely West Edmonton Mall, Kingsway Mall and Southgate Mall, which are preferred by at least one percent of households from all the five market areas. West Edmonton Mall is patronized most frequently by the residents of the St. Albert and Spruce Grove - Stony Plain areas (24.7 percent and 54.3 percent of households, respectively) and least frequently by the residents of the Fort Saskatchewan area (6.8 percent).

Kingsway Mall is preferred mainly by the residents of the north-northeast portion of the study area, namely, the St. Albert area (20.2 percent) and the Fort Saskatchewan area (12.7 percent). However, Leduc area residents rarely use this mall (1 percent).

Southgate mall is used predominantly by the residents of the Sherwood Park area (19.1%) and the Leduc area (17.5%).

Heritage Mall is even more oriented to the southern portion of the study area than is Southgate Mall. Heritage is preferred by 47.2 percent of the residents of the Leduc area and by 17.6 percent of the residents of the Sherwood Park area.

Londonderry Mall is a preferred shopping location mainly for households residing in the north-northeast part of the study area - the Fort Saskatchewan area (45.8 percent), the St. Albert area (9.8 percent) and the Sherwood Park area (9.4 percent).

Like Londonderry Mall, Northwood-Northtown Mall has a north-northeast orientation - 20 percent of the residents of the St. Albert area and 15.6 percent of the residents of the Fort Saskatchewan area.

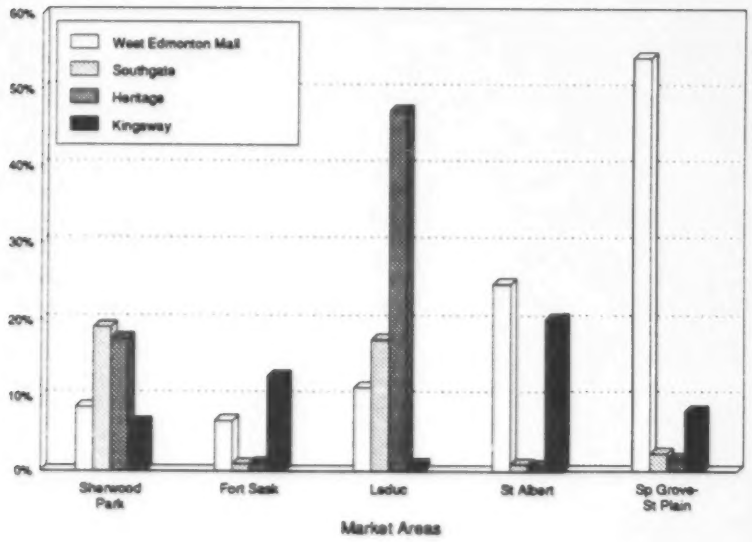
Bonnie Doon Mall is the preferred shopping location of Sherwood Park area residents (21.2 percent) and, to a lesser degree, of the residents of the Leduc area (4.7 percent).

Westmount Mall is oriented towards the west-northwest portion of the study area, attracting 10.2 percent of the residents of both the St. Albert area and Spruce Grove - Stony Plain area.

Although the Downtown area is a preferred shopping location for fairly high proportions of households residing in three largest focus urban municipalities (Sherwood Park - 10.7 percent, Fort Saskatchewan - 7.9 percent and St. Albert - 6.2 percent), its attractiveness to rural households is rather low - between 0.6 percent (Leduc area) and 4.1 percent (St. Albert and Sherwood Park areas) of households.

Figure 19

Preferred Shopping Centres in Edmonton



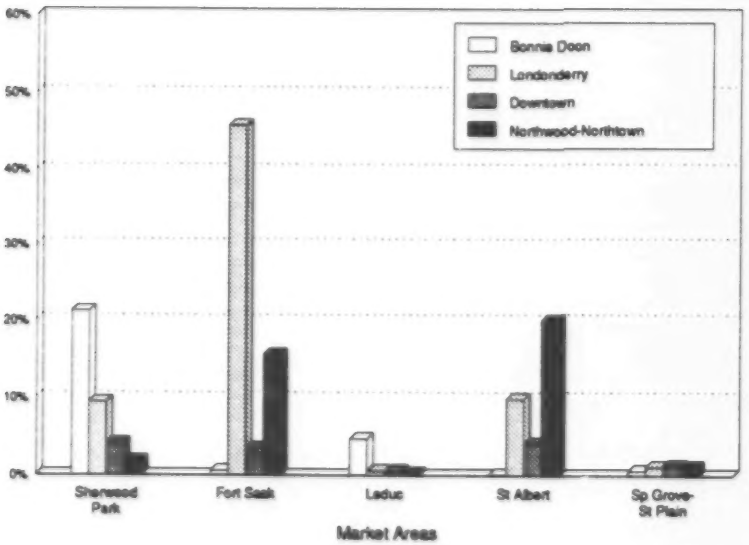


Table 19
Preferred Shopping Centres in Edmonton

SHOPPING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
WEST EDMONTON MALL	8.6	6.8	11.2	24.7	54.3
SOUTHGATE	19.1	1.0	17.5	1.0	2.4
HERITAGE	17.6	1.1	47.2	.8	1.7
BONNIE DOON	21.2	.6	4.7	.1	.6
CAPILANO	7.0	.8	.6	.3	.2
LONDONDERRY	9.4	45.8	.6	9.8	1.1
DOWNTOWN	4.1	3.5	.6	4.1	1.3
NORTHWOOD-NORTHTOWN	1.9	15.6	.3	20.0	1.1
KINGSWAY	6.5	12.7	1.0	20.2	8.1
MEADOWLARK	.2	.1	.8	.7	4.5
WESTMOUNT	.5	.9	.9	10.2	10.2
CENTENNIAL	.1	.0	.2	1.2	5.7
OTHER	1.8	1.3	.4	.9	.2
NONE	2.1	9.6	14.0	5.9	8.7

Note: The figures in the table show what proportions (percentage) of households within the listed rural market areas view the indicated shopping locations in Edmonton as their preferred choices.

11. HOUSEHOLD AND PERSONAL SERVICES

The Personal and household services included in the survey comprise the following: barber-beauty salon services (Table 20), dry cleaning and laundry services (Table 21) and car or truck services (Table 22).

Sherwood Park Market Area

The provision of personal and household services for the area residents is focused on Sherwood Park, Edmonton and Tofield. Sherwood Park dominates in the provision of dry cleaning and laundry services (62.3 percent of the area households) and barber-beauty salon services (51.7 percent); however, it is behind Edmonton in the provision of car or truck services (25 percent). Edmonton captures the largest proportion of the area households in the provision of car or truck services (47.1 percent). Its share of the area households is, however, much lower in the provision of barber-beauty salon services (29.1 percent) and dry cleaning and laundry services (22.6 percent). Tofield supplies approximately 11 percent of the area households with personal and household services.

Fort Saskatchewan Market Area

The residents of the area obtain their personal and household services mainly in Edmonton (40.4 percent - dry cleaning and laundry, 36.8 percent - barber-beauty salon and 34.9 percent - car or truck service) and Fort Saskatchewan (29.6 percent dry cleaning and laundry, 19.3 percent barber-beauty salon and 16.8 percent car or truck services). Among other supplying centres the most important are Redwater with between 8.3 percent (car or truck service) and 10.5 percent (dry cleaning and laundry) of the area households, Thorhild with between 3.9 percent (dry cleaning and laundry) and 10 percent (barber-beauty salon) of the households and Bruderheim with between 2.4 percent (dry cleaning and laundry) and 6.8 percent (barber-beauty salon) of households.

Leduc Market Area

In the Leduc area the most important suppliers of personal and household services are Leduc, Wetaskiwin and Edmonton. Leduc's share of the area households is highest in the provision of dry cleaning and laundry services (39.8 percent) followed by barber-beauty salon services (30.5 percent) and car or truck services (19.7 percent). Wetaskiwin is the area's most important provider of car or truck services (20.7 percent); the City also provides dry cleaning and laundry services (20.3 percent) and barber-beauty salon services (13.5 percent). Edmonton supplies only between 13.5 percent and 16.5 percent of the area residents with personal and household services. Among other supplying centres in the area the most important are Thorsby (between 3.3 percent and 13.1 percent of households), Warburg (between 3.5 percent and 5.6 percent) and Millet (between 1.3 percent and 6.2 percent).

St. Albert Market Area

The residents of the St. Albert market area obtain their personal and household services mainly in Edmonton, St. Albert and Morinville. Edmonton is the most important provider, serving between 35.8 percent (barber-beauty salon services) and 40.6 percent (dry cleaning and laundry) of the area households, followed by St. Albert with between 17.5 percent (car or truck services) and 28.9 percent (dry cleaning and laundry) and Morinville with between 8.8 percent (car or truck services) and 18.7 percent (barber-beauty salon). Among other centres supplying personal and household services to the area residents, the most important are Westlock with between 3.9 percent and 4.8 percent of households, Legal (between 2.6 percent and 5 percent) and Onoway (between 1.7 percent and 2.8 percent).

Spruce Grove - Stony Plain Market Area

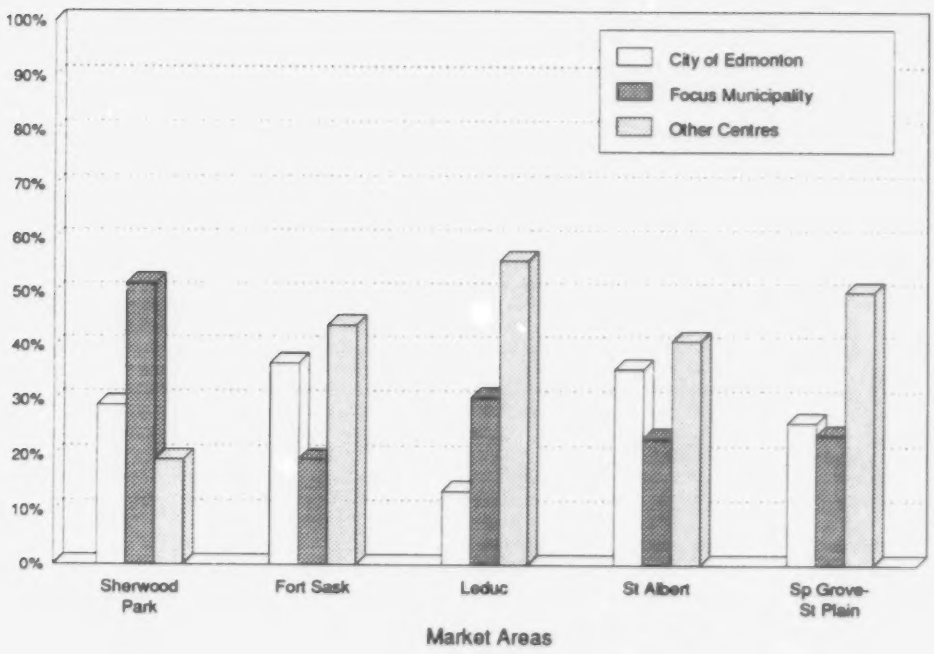
In the Spruce Grove - Stony Plain market area the most important suppliers of personal and household services are Edmonton, Stony Plain and Spruce Grove. Edmonton's share of the area households is the highest (35.3 percent) in the provision of car or truck services, followed by barber-beauty salon services (26 percent) and dry cleaning and laundry services (25 percent). Second in importance in the area is Stony Plain with between 14.2 percent (car or service truck) and 30.7 percent (dry cleaning and laundry) of the area households. Spruce Grove's share of the area market for personal and household services varies between 17.3 percent (car of truck service) and 25 percent (dry cleaning and laundry) of the area households. Among other centres supplying the area with personal and household services the most important are Onoway with between 3.7 percent and 6.2 percent of the area households, Devon (between 3.5 percent and 4.2 percent) and Evansburg (between 1.2 percent and 5 percent).

Looking at the whole study area we can observe that, among the personal and household services, car or truck services are obtained in Edmonton by the highest range of rural residents - by between 16.5 percent (Leduc area) and 47.1 percent (Sherwood Park area) of the area households. This is to some degree due to the fact that people often prefer to have their car serviced near their place of employment as evidenced by a positive correlation between the place of employment and the place of car servicing (compare Tables 1 and 22).

Dry cleaning and laundry services are frequently obtained by rural residents in their respective urban focus municipalities - between 28.9 percent of St. Albert area households and 62.3 percent of Sherwood Park area households.

Rural households generally shop for personal and household services to a much larger degree in Edmonton than do their urban counterparts residing in the focus urban municipalities.

Figure 20
Barber/Beauty Salon



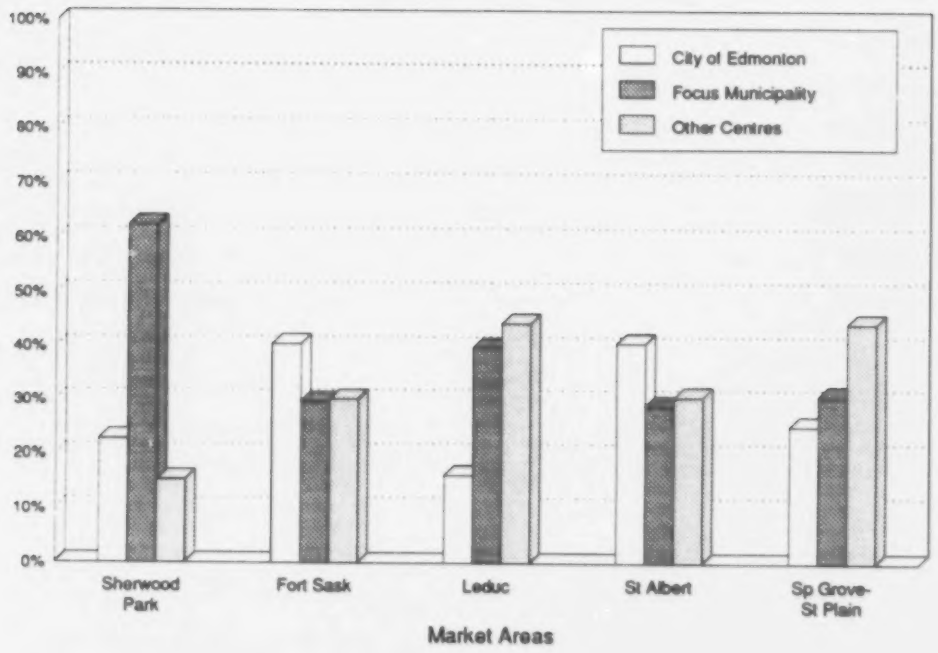
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 20
Barber/Beauty Salon

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	29.1	36.8	13.5	35.8	26.0
BEAUMONT	.2		2.5		.1
BON ACCORD		1.0	.4	1.5	
CALMAR			2.3		
DEVON			1.7		4.2
FORT SASKATCHEWAN	2.0	19.3		.4	
GIBBONS		4.2	.3	.9	
LEDUC	.3	.3	30.5	.5	.3
LEGAL		.3		2.9	
MORINVILLE		1.1		18.7	.1
NEW SAREPTA	1.1		1.8		
REDWATER		9.5		.1	.0
ST. ALBERT		.1		23.2	1.8
SHERWOOD PARK	51.7	1.0	.5	.1	.1
SPRUCE GROVE			.5	1.1	19.7
STONY PLAIN			.8	.1	23.8
ALBERTA BEACH					2.5
ARDROSSAN	.3				
BARRHEAD				.1	1.2
BRETON			.4		
BRUDERHEIM		6.8			
CAMROSE	.1		2.2		
EVANSBURG					5.0
GUNN				.1	1.3
HAY LAKES	.1		1.0		
LAMONT		4.2			
MILLET			6.2		
NAMAO				5.5	
ONOWAY		.2		2.8	6.2
THORSBY			13.1		.1
THORHILD		10.0			
TOFIELD	11.0				
WABAMUN			.0		3.4
WARBURG			5.6		.2
WESTLOCK		1.4		3.9	.2
WETASKIWIN			13.5	.1	
WASKATENAU		1.1			
OTHER	4.0	2.5	3.1	2.1	3.9

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 21
Dry Cleaning and Laundry



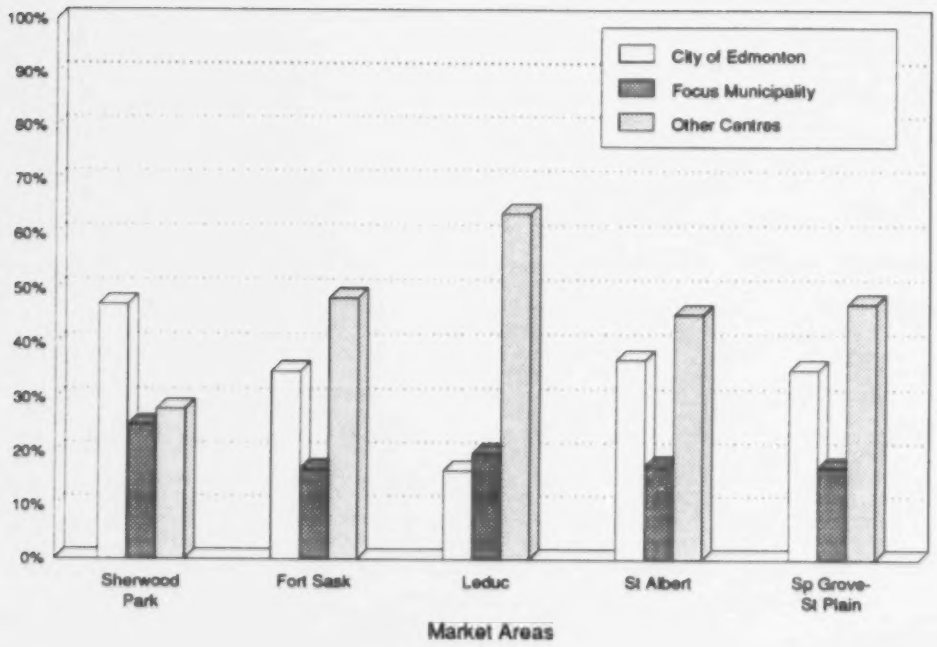
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 21
Dry Cleaning and Laundry

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	22.6	40.4	15.9	40.6	25.0
BEAUMONT	.5		3.7		.2
BON ACCORD		.9	.9	1.6	.
CALMAR			1.2		
DEVON			1.1		3.6
FORT SASKATCHEWAN	1.8	29.6		.5	.0
GIBBONS		5.4		.2	
LEDUC	.1	.1	39.8	.5	.4
LEGAL		.1		2.6	
MORINVILLE		.1		14.9	.0
NEW SAREPTA	.1				
REDWATER		10.5			.0
ST. ALBERT	.3	.6	.0	28.9	1.3
SHERWOOD PARK	62.3	.9	.8		.0
SPRUCE GROVE			.7	.8	25.0
STONY PLAIN			1.4	.4	30.7
ALBERTA BEACH					1.1
BARRHEAD				.1	1.1
BRETON			.6		
BRUDERHEIM		2.4			
CAMROSE	.2		3.7		
DRAYTON VALLEY			.6		1.4
ENTWISTLE					.5
EVANSBURG					2.2
GUNN					.5
LAMONT		1.2			
MILLET			1.3		
NAMAO				2.2	
ONOWAY		.2		1.8	3.7
RADWAY		1.4			
THORSBY			3.3		.0
THORHILD		3.9			
TOFIELD	11.3				
WARBURG			3.5		.2
WESTLOCK		1.0		4.4	
WETASKIWIN			20.3	.1	
OTHER	.8	1.3	1.1	.5	2.9

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 22
Car or Truck Service



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 22
Car or Truck Service

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	47.1	34.9	16.5	37.1	35.3
BEAUMONT	.1		.5		.0
BON ACCORD		1.6		1.3	
CALMAR			1.7		.2
DEVON			.9		3.5
FORT SASKATCHEWAN	1.3	16.8		1.0	.0
GIBBONS		3.2	.3	.1	.0
LEDUC	.8	.1	19.7	.3	.4
LEGAL		.4		5.0	
MORINVILLE		.4		8.8	.3
NEW SAREPTA	.5	.0	.7		
REDWATER		8.3			
ST. ALBERT	.4	.3		17.5	1.5
SHERWOOD PARK	25.0	.3	.5		.1
SPRUCE GROVE			.6	.7	17.3
STONY PLAIN			.8	.5	14.2
ARDROSSAN	3.6	.3			
BARRHEAD				.3	1.9
BRUDERHEIM		5.0			
CAMROSE	1.0	.1	2.6	.2	
DRAYTON VALLEY			.5		.6
ENTWISTLE					1.5
EVANSBURG					1.2
LAMONT		2.9		.2	
MILLET			3.3		
NAMAO		.8	.3	3.5	
NISKU	.2		.8		.1
ONOWAY				1.7	5.1
RADWAY		1.0			
THORSBY		.2	9.8		.1
THORHILD		8.1		.2	
TOFIELD	11.4				
WABAMUN					.7
WARBURG			5.5		
WESTLOCK		1.7		4.8	.1
WETASKIWIN	.2	.1	20.7	.3	.1
WASKATENAU		.8			
OTHER	8.3	12.6	14.2	16.5	15.7

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

12. FOOD SERVICES

The food services included in the survey are restaurant services (Table 23) and fast food outlet services (Table 24).

Sherwood Park Market Area

The Sherwood Park market area residents obtain their food services mainly in Edmonton, Sherwood Park and Tofield. Sherwood Park dominates in the fast food business, as it provides 64.8 percent of the area households with fast food services. However, only 38.2 percent of the households obtain restaurant services in Sherwood Park. Edmonton, on the other hand, dominates in the restaurant business as it serves 52.1 percent of the area households with restaurant meals while its fast food outlets cater to only 26.6 percent of the area households. Tofield provides 4.9 percent of the area households with fast food and 7 percent of households with restaurant meals.

Fort Saskatchewan Market Area

In the Fort Saskatchewan market area the main suppliers of food services are Edmonton, Fort Saskatchewan and Redwater. Edmonton dominates the supply of food services to the area as its share of the area households is as high as 45.1 percent in the provision of fast food and 51.3 percent in the provision of restaurant meals. Fort Saskatchewan supplies 27.9 percent of the area households with fast food while its share of the area households (17.4 percent) is only one third of Edmonton's in the supply of restaurant services. Redwater's share of the area market is 9.2 percent for fast food and 9.4 percent for restaurant services. Among other centres providing the area residents with food services, the most important are Thorhild, Bruderheim and Lamont. Their shares of the area households vary between 2.1 percent and 6.7 percent.

Leduc Market Area

In the Leduc market area the main suppliers of food services are Leduc, Edmonton and Wetaskiwin. Leduc is most prominent in this area of service as it serves 40.9 percent of the area households with fast food and 28.9 percent with restaurant meals. Edmonton, which is second in the area, serves 20.3 percent of the area households with fast food and 33 percent with restaurant meals. Wetaskiwin, which attracts 18.7 percent of the area households purchasing fast food and 16.5 percent of households using restaurant services is third in the Leduc area. Among other centres supplying food services to the area residents, the most important are Camrose, Millet, Warburg and Thorsby which serve between 1.5 percent and 3.9 percent of the area households.

St. Albert Market Area

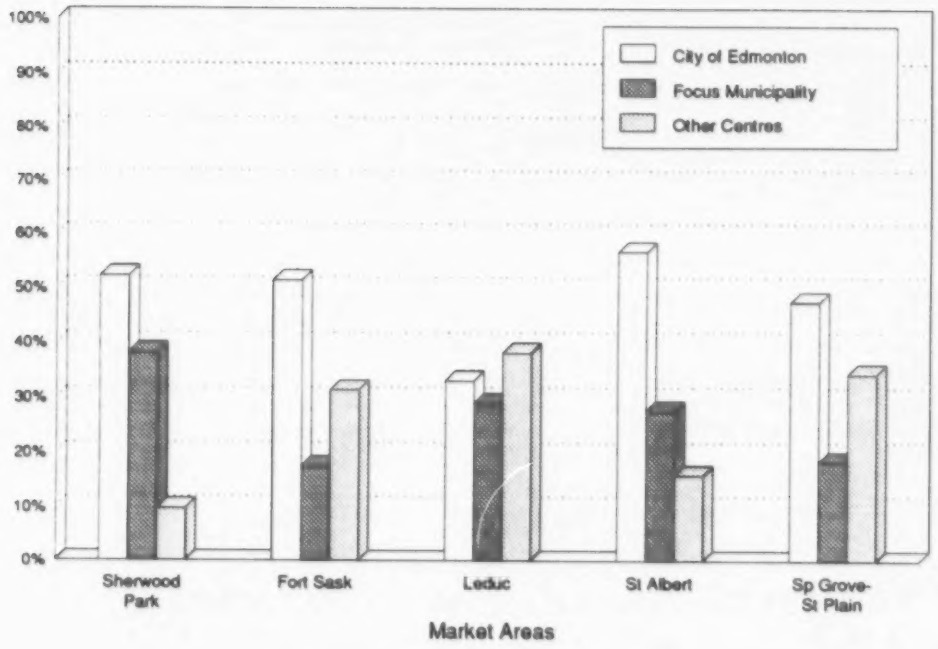
The St. Albert market area residents obtain their food services mainly in Edmonton, St. Albert and Morinville. Edmonton is most prominent in the area in the provision of both restaurant meals (56.6 percent of the area households) and fast food (43.5 percent of households). St. Albert's share of the area households (27.6 percent) is less than half Edmonton's in the provision of restaurant meals but it competes with Edmonton on a nearly equal footing in the supply of fast food (38.6 percent). Morinville supplies 6.3 percent of the area households with restaurant meals and 8.7 percent with fast food. Among other centres supplying food services to the area residents, the most important are Westlock and Legal which serve between 1.8 percent and 3.8 percent of the area households.

Spruce Grove - Stony Plain Market Area

In the Spruce Grove - Stony Plain market area the main suppliers of food services are Edmonton, Spruce Grove and Stony Plain. Edmonton is most prominent in the provision of restaurant services to the area households (47.4 percent) but its share of the area fast food market is much less substantial (27.9 percent of households). Spruce Grove's main strength, on the other hand, is in the provision of fast food (38.7 percent of the area households), but its restaurant business serving 18.3 percent of the area households, is much less prominent. Of the three municipalities, Stony Plain has the smallest share of the food services market, providing 15 percent of the area households with restaurant meals and 18 percent of households with fast food. Among other centres supplying the area residents with food services, the most important are Onoway, Evansburg, Devon and Entwistle. They serve between 1.5 percent and 3.2 percent of the area households with fast food and restaurant meals.

Looking at the whole study area we can observe that Edmonton dominates the area's restaurant business. It attracts between 47.4 percent (Spruce Grove - Stony Plain area) and 56.6 percent (St. Albert area) of the households purchasing restaurant meals, except for the Leduc area where its share stands at 33 percent. Edmonton also supplies a sizeable proportion of the areas' households with fast food - between 20.3 percent (Leduc area) and 45.1 percent (Fort Saskatchewan area). The focus urban municipalities supply between 15 percent (Stony Plain) and 38.2 percent (Sherwood Park) of their area households with restaurant services and between 18 percent (Stony Plain) and 64.8 percent (Sherwood Park) of households with fast food.

Figure 23
Restaurants



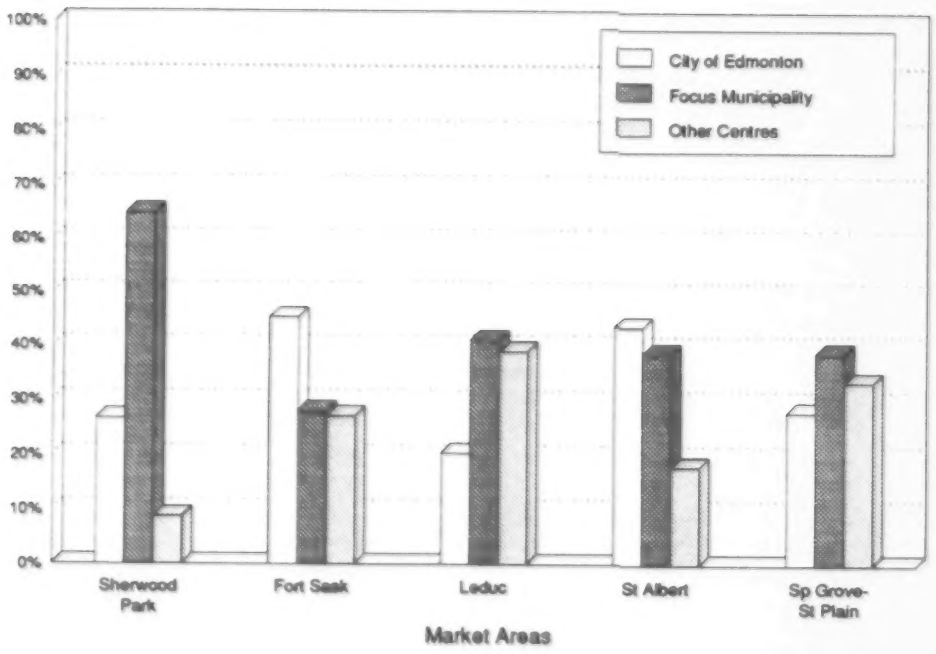
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 23
Restaurants

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	52.1	51.3	33.0	56.6	47.4
BEAUMONT			1.4		
BON ACCORD		1.2	.1	.6	.
CALMAR			1.0		
DEVON			.7		2.3
FORT SASKATCHEWAN	.3	17.4		.2	
GIBBONS		1.5	.3	.1	.2
LEDUC	.1	.2	28.9	.3	.1
LEGAL		.2		2.1	
MORINVILLE		.5		6.3	
NEW SAREPTA	.1				
REDWATER		9.4			.0
ST. ALBERT		.3		27.6	.8
SHERWOOD PARK	38.2	.8	.6		.1
SPRUCE GROVE			.6	.1	18.3
STONY PLAIN			.8	.1	15.0
ALBERTA BEACH					1.4
ARDROSSAN	.6				
BARRHEAD				.6	1.7
BRUDERHEIM		3.8			
CAMROSE	.3		3.4		
DRAYTON VALLEY			1.6		.6
ENTWISTLE				.1	3.0
EVANSBURG					2.8
GUNN				.3	.5
LAMONT		3.2			
MILLET			1.7		
NAMAO				.7	
ONOWAY				.4	3.2
RADWAY		.4			
THORSBY			2.8		.0
THORHILD		6.7			
TOFIELD	7.0				
WABAMUN					1.1
WARBURG			3.6		.1
WESTLOCK		1.7		3.8	.0
WETASKIWIN			16.5	.1	
OTHER	1.5	1.3	3.1	.2	1.6

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 24
Fast Food Outlet



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 24
Fast Food Outlet

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	26.6	45.1	20.3	43.5	27.9
BEAUMONT	.1		1.3		
BON ACCORD		1.1	.1	.9	
CALMAR			1.5		
DEVON			.4		2.2
FORT SASKATCHEWAN	1.4	27.9			.0
GIBBONS		2.7	.3		
LEDUC	.1	.1	40.9	.5	.2
LEGAL				1.8	
MORINVILLE		.1		8.7	
NEW SAREPTA	.1				
REDWATER		9.2			.0
ST. ALBERT		.9		38.6	1.3
SHERWOOD PARK	64.8	.9	1.2		.0
SPRUCE GROVE			.7	1.1	38.7
STONY PLAIN			.9	.1	18.0
ALBERTA BEACH					.9
BARRHEAD				.2	1.4
BRUDERHEIM		2.1			
CAMROSE	.3		3.9		
DRAYTON VALLEY			.9		.6
ENTWISTLE				.1	1.5
EVANSBURG					2.6
LAMONT		2.5			
MILLET			3.1		
ONOWAY				.5	2.7
RADWAY		.4			
THORSBY			2.2		
THORHILD		4.8			
TOFIELD	4.9				
WABAMUN					.7
WARBURG			1.5		
WESTLOCK		1.5		3.1	
WETASKIWIN			18.7	.1	
OTHER	1.6	.9	2.2	.8	1.4

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

13. FINANCIAL SERVICES

The financial services included in the survey comprise the following: banking services (Table 25) and insurance services (Table 26).

Sherwood Park Market Area

The residents of the Sherwood Park market area obtain their financial services in Sherwood Park, Edmonton and Tofield. Sherwood Park provides a large proportion (60.1 percent) of the area residents with banking services but its insurance establishments attract only 18.5 percent of the area residents. Edmonton's situation is the direct opposite. Its banks serve only 25.2 percent of the area households but its insurance business attracts 59.2 percent of the area households. Tofield provides financial services to between 10.5 percent (insurance) and 11.6 percent (banking) of the area residents.

Fort Saskatchewan Market Area

In the Fort Saskatchewan market area, financial services are supplied mainly by Edmonton and Fort Saskatchewan. Edmonton, which is dominant in the area, serves the same proportions of the area households (30.2 percent) in both banking and insurance. Fort Saskatchewan's penetration of the area's financial services market is also the same for both banking and insurance but at a lower level of 24 percent of the area households. Among other centres providing financial services to the area, the most important are Redwater, Thorhild, Bruderheim and Lamont which serve between 4 percent and 13.6 percent of the area households.

Leduc Market Area

In the Leduc market area financial services are supplied mainly by Leduc, Wetaskiwin, Edmonton and Thorsby. Leduc, which serves 29.1 percent of the area households with banking services and 24.7 percent of households with insurance, is the area's dominant supplier of financial services. Wetaskiwin, which is second, provides banking services to 20 percent of the area households and insurance to 13.3 percent of households. Edmonton has an important share only of the area's insurance business - 19.5 percent of households - while its banks serve only 12 percent of the area residents. Relative to its small population size, Thorsby captures a sizeable portion of the area's financial services market. It serves 16.4 percent of the area households with banking services and 13.4 percent with insurance. Among other centres providing the area with financial services the most important are Calmar, Warburg, Camrose and Millet which serve between 1.3 percent and 6.2 percent of the area households.

St. Albert Market Area

The residents of the St. Albert market area obtain their financial services mainly in Edmonton, St. Albert and Morinville. Edmonton, serving 44.6 percent of the area residents with insurance services and 36.4 percent with banking services, dominates the area market. St. Albert only captures an important share of the area's banking business (26.4 percent of households) while its insurance companies attract only 12.7 percent of the area residents. Morinville serves a sizeable share of both the area's insurance (16.8 percent of households) and banking (17.7 percent) market. Among other centres providing the area with financial services the most important are Westlock, Onoway and Legal which serve between 2.4 percent and 5.4 percent of the area households.

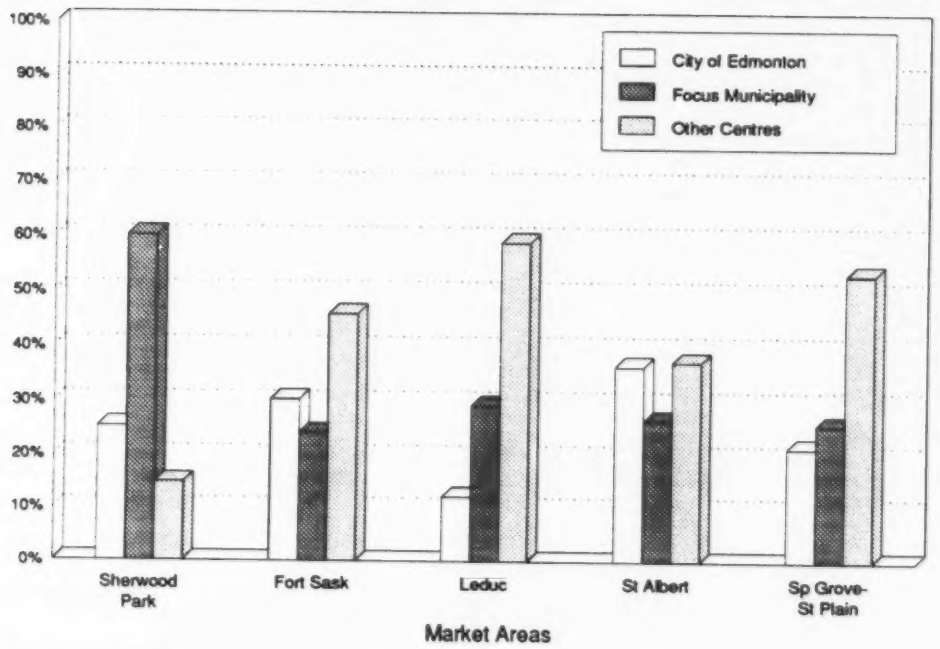
Spruce Grove - Stony Plain Market Area

In the Spruce Grove - Stony Plain market area the main providers of financial services are Edmonton, Stony Plain, Spruce Grove and Onoway. Edmonton, which dominates the area market, serves 37.9 percent of the area households with insurance services and 21.3 percent with banking services. Stony Plain has a strong presence both in the banking services market with 22.6 percent of the area households and insurance market with 23.1 percent of households. Spruce Grove lags behind both Edmonton and Stony Plain in insurance business where it has only 12.7 percent of the area households. It dominates, however, in the banking business, as its banks serve 25.6 percent of the area households. Relative to its size, Onoway captures a sizeable portion of the area's financial services market. It serves 11.1 percent of the area households with banking services and 10.2 percent of households with insurance. Among other centres providing the area with financial services, the most important are Devon and Evansburg which serve between 1.7 percent and 5.1 percent of the area households.

Looking at the whole study area we can observe that Edmonton dominates the study area's insurance business. It attracts between 30.2 percent (Fort Saskatchewan area) and 59.2 percent (Sherwood Park area) of the areas' insurance business, except for Leduc's area where Edmonton's share is 19.5 percent. Edmonton also provides sizeable proportions of the area households with banking services - between 12 percent (Leduc area) and 36.4 percent (St. Albert area).

The focus urban municipalities supply between 22.6 percent (Stony Plain) and 60.1 percent (Sherwood Park) of their area's households with banking services and between 12.7 percent (Spruce Grove) and 24.7 percent (Leduc) of households with insurance services.

Figure 25
Banking



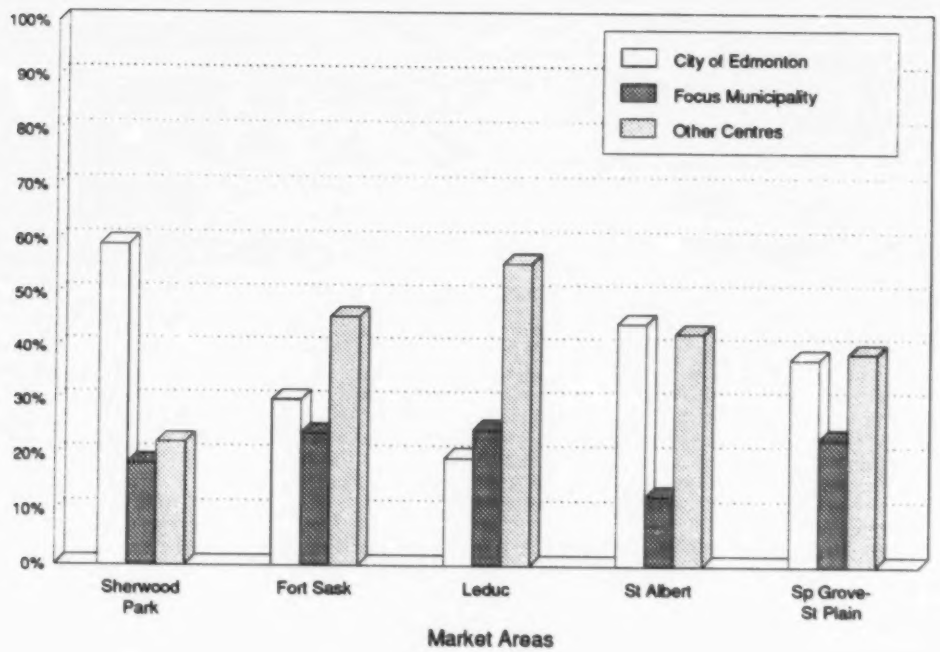
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 25
Banking

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	25.2	30.2	12.0	36.4	21.3
BEAUMONT	.3		2.1		
BON ACCORD		.7	.3	1.1	
CALMAR		.1	4.4	.2	
DEVON			1.1		5.1
FORT SASKATCHEWAN	1.8	24.0		.2	
GIBBONS		6.7	.0	.5	
LEDUC	.2	.1	29.1	.3	
LEGAL		.6		5.4	.0
MORINVILLE		.5		17.7	.0
NEW SAREPTA	.1				
REDWATER		13.6		.1	
ST. ALBERT		.6	.1	26.4	1.2
SHERWOOD PARK	60.1	.6	1.2		.0
SPRUCE GROVE	.1		.5	.7	25.6
STONY PLAIN		.1	1.1	.4	22.6
ALBERTA BEACH					.4
BARRHEAD				.2	1.3
BRETON			1.4		.1
BRUDERHEIM		5.9			
CAMROSE	.3		3.6		
ENTWISTLE				.1	1.8
EVANSBURG			.0		4.8
HAY LAKES	.1		.5		
LAMONT		4.3			.0
MILLET			1.3		
NAMAO				1.4	
ONOWAY				4.4	11.1
RADWAY		.5	.1		
THORSBY			16.4		.0
THORHILD		8.9			
TOFIELD	11.6				
WABAMUN					2.4
WARBURG			3.8		.1
WESTLOCK		.7		3.8	
WETASKIWIN			20.0	.3	
WASKATENAU		1.6			
OTHER	.3	.3	1.0	.3	2.0

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 26
Insurance



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 26
Insurance

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	59.2	30.2	19.5	44.6	37.9
BEAUMONT	.3		1.8	.1	
BON ACCORD		1.4	.1	2.4	
CALMAR			3.9	.2	
DEVON			.6	.1	1.7
FORT SASKATCHEWAN	5.1	24.0	.1	2.0	.2
GIBBONS	.2	5.6	.0	1.0	.0
LEDUC	.9		24.7	.1	.3
LEGAL	.3	.3	.1	2.4	.1
MORINVILLE		1.0		16.8	
NEW SAREPTA	.1				
REDWATER	.2	10.5	.4		
ST. ALBERT	.3	.4	.4	12.7	1.2
SHERWOOD PARK	18.5	.1	.2		.0
SPRUCE GROVE			.6	1.0	12.7
STONY PLAIN	.2	.1	.6	.6	23.1
ALBERTA BEACH					.3
BARRHEAD	.2	.3		.3	1.2
BRETON			1.0		.1
BRUDERHEIM	.2	6.4			
CAMROSE	.4	.3	2.4		.0
DRAYTON VALLEY			1.1	.2	1.2
ENTWISTLE					1.4
EVANSBURG				.1	3.8
HAY LAKES	.5		1.9		
LAMONT	.1	4.0		.3	
MILLET			6.2	.1	
NAMAO		.1		3.7	.0
ONOWAY		.2	.1	4.5	10.2
THORSBY			13.4		.1
THORHILD		9.0	.1		
TOFIELD	10.5				
WABAMUN					.9
WARBURG			5.7		.1
WESTLOCK		1.3		4.2	.0
WETASKIWIN	.1	.1	13.3	.2	.1
WASKATENAU		1.7			
OTHER	3.1	3.1	1.5	2.6	3.2

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

14. PROFESSIONAL SERVICES

The professional services included in the survey comprise medical doctor (Table 27), dentist (Table 28), optometrist (Table 29) and lawyer (Table 30).

Sherwood Park Market Area

The residents of the Sherwood Park market area obtain their professional services mainly from Edmonton and Sherwood Park. Tofield serves a smaller proportion of households. Sherwood Park is a dominant supplier of medical services (50.6 percent of the area households) and optometrist services (48.6 percent of households). Its provision of lawyer and dentist services is, however, much less significant - 23.7 percent of the area households and 42.6 percent of households, respectively. Edmonton has a dominant role in the area in the provision of lawyer services (61.8 percent of the area households) and dentist services (44.7 percent of households). On the other hand, its share of medical services (34.3 percent of the area households) and optometrist services (44.5 percent of households) lags behind those of Sherwood Park. Tofield provides only three of the four professional services. It serves 10.9 percent of the area households with medical doctor services, 9.6 percent of households with lawyer services and 6.4 percent of households with the services of a dentist.

Fort Saskatchewan Market Area

In the Fort Saskatchewan market area the main suppliers of professional services are Edmonton and Fort Saskatchewan. Edmonton dominates in the supply of lawyer services (serving 54.3 percent of the area households), optometrist services (53.1 percent of households) and medical doctor services (34.3 percent of households). However, its proportion of the area households served by a dentist (38.5 percent) is exceeded by that of Fort Saskatchewan (40.2 percent). With respect to the remaining professional services, Fort Saskatchewan's share of the area households is close to 30 percent for medical and optometrist services and 22.2 percent for lawyer services. Among other centres serving the area households with professional services, the most important are Redwater (between 5.1 percent and 8.2 percent of the area households) and Westlock (between 1 percent and 4.4 percent). Thorhild serves 5.6 percent of the area households with medical services and 4.3 percent with lawyer services.

Leduc Market Area

In the Leduc market area, professional services are provided mainly by Edmonton, Leduc and Wetaskiwin. Edmonton dominates in the provision of optometrist services (38.7 percent of the area households), lawyer services (35.1 percent of households) and medical doctor services (27.9 percent of households.) However, its share of 27.3 percent of the area households served by a dentist is below that of Leduc, which provides this type of service to 43.2 percent of the area residents. Leduc also serves substantial proportions of the area residents with other professional services - 32 percent with optometrist services, 30.7 percent with

lawyer services and 26.4 percent with medical doctor services. Wetaskiwin is a strong competitor to both Edmonton and Leduc in the provision of professional services. It serves 19.1 percent of the area households with lawyer services, 17 percent with optometrist services, 14.8 percent with medical services and 12.6 percent with the services of a dentist. Among other centres providing the area residents with professional services, the most important are Camrose serving between 3.5 percent (lawyer) and 5.1 percent (medical doctor) of the area households, Beaumont providing 3.3 percent of the area residents with dental services and Calmar and Breton serving 3.1 percent and 3.8 percent of the area households, respectively, with medical doctor services.

St. Albert Market Area

The residents of the St. Albert market area obtain their professional services mainly in Edmonton, St. Albert and Morinville. Edmonton dominates the supply of all the professional services. It serves 67.9 percent of the area households with lawyer services, 57.5 percent with optometrist services, 47.8 percent with dentist services and 40.1 percent with the services of a medical doctor. St. Albert provides slightly over 30 percent of the area households with dentist and optometrist services and 38.7 percent with medical doctor services. St. Albert's lawyers, however, serve only 10.9 percent of the area market. Morinville does not provide the services of an optometrist but it serves between 9.1 percent and 10.4 percent of the area residents with the remaining professional services. Among other centres providing the area with professional services, the most important are Westlock serving between 2.8 percent and 4.6 percent of the area households and Namao providing the services of an optometrist and dentist to 2.2 percent and 1.8 percent of the area households, respectively.

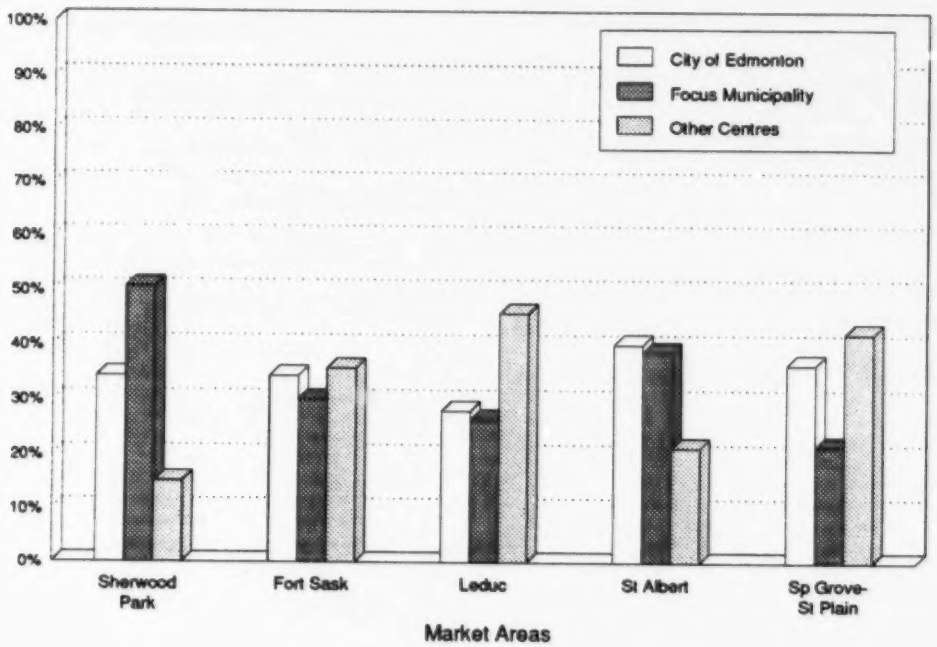
Spruce Grove - Stony Plain Market Area

In the Spruce Grove - Stony Plain market area, professional services are provided mainly by Edmonton, Spruce Grove and Stony Plain. Edmonton, which dominates the provision of professional services in the area, serves close to 60 percent of the area households with lawyer and optometrist services. It also serves 39.7 percent of households with dentist services and 36.4 percent of households with the services of a medical doctor. Spruce Grove is second in the area in the provision of professional services. It serves 27.3 percent of the area households with dentist services, 26 percent of households with optometrist services and 21.5 percent of households with medical doctor services. Its share of the area households served by a lawyer is only 12.5 percent which is slightly below the 14.2 percent attracted by Stony Plain's lawyers. Stony Plain's most important role in the area is in the provision of medical services (19 percent of households), followed by dentist services (13.7 percent) and optometrist services (2.2 percent). Among other centres providing professional services to the area residents, the most important are Devon, serving between 2 percent and 4.7 percent of the area households, Onoway with between 0.8 percent and 4.4 percent of households and Drayton Valley with between 2.3 percent and 3.5 percent of households.

Looking at the study area as a whole we can observe that Edmonton dominates the provision of professional services in practically all market areas. The dominance is most evident in the market for lawyer services, where Edmonton lawyers serve between 35.1 percent (Leduc area) and 67.9 percent (St. Albert area) of the areas' households. Edmonton is also prominent in the provision of optometrist services, with between 38.7 percent (Leduc area) and 59.7 percent (Spruce Grove - Stony Plain area) of the areas' households, and dentist services with between 27.3 percent (Leduc area) and 47.8 percent (St. Albert area). Edmonton is least important in the field of medical services where it serves between 27.9 percent (Leduc area) and 40.1 percent (St. Albert area) of the areas' households. In the provision of professional services Edmonton is generally least prominent in the Leduc area and most prominent in the St. Albert area.

A special feature of the professional services in the Region is not only Edmonton's dominance but also the service overlaps between the focus urban municipalities of the adjacent market areas. Among all the focus urban municipalities, Sherwood Park most successfully competes in its market area with Edmonton for the provision of professional services.

Figure 27
Medical Doctor



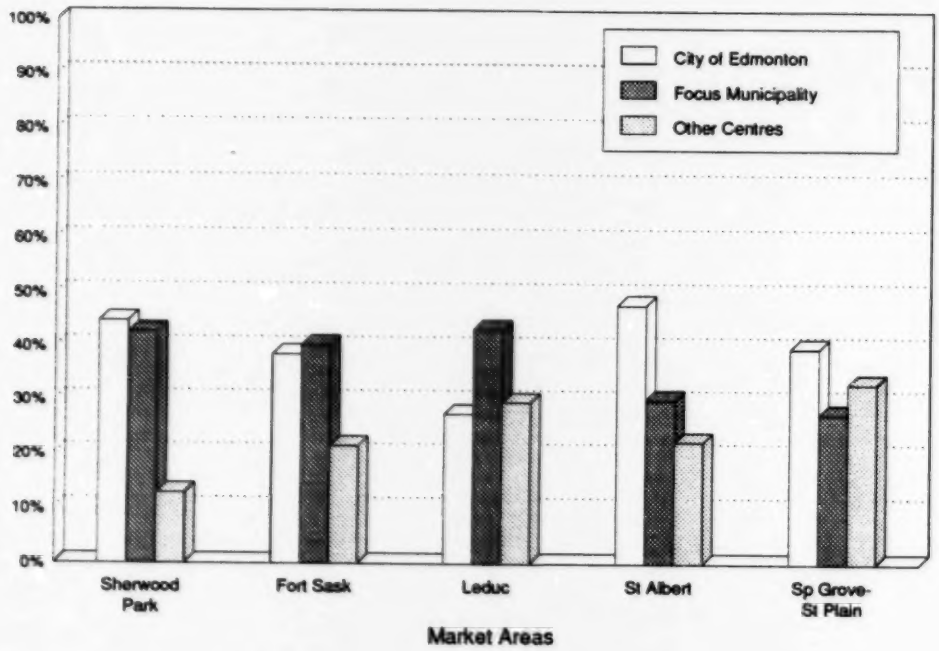
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 27
Medical Doctor

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	34.3	34.3	27.9	40.1	36.4
BEAUMONT	.2		2.1		.1
BON ACCORD		.1	.4	.1	
CALMAR			3.1		
DEVON			6.2		4.7
FORT SASKATCHEWAN	2.8	30.0	.2	.8	.1
GIBBONS		2.5		.1	.0
LEDUC	.2	.1	26.4	.4	.0
LEGAL				1.0	
MORINVILLE		.6		9.3	.0
NEW SAREPTA	.1				
REDWATER		7.5			
ST. ALBERT		2.9	.3	38.7	2.9
SHERWOOD PARK	50.6	1.3	2.0	.3	.1
SPRUCE GROVE			.8	.5	21.5
STONY PLAIN			.6	.8	19.0
BARRHEAD			.1	.3	2.0
BRETON			3.8		.1
CAMROSE	.2	.2	5.1		
DRAYTON VALLEY			1.5	.1	1.9
EVANSBURG					3.7
LAMONT		5.0			.0
MAYERTHORPE			.1		.2
MILLET			.6		
NAMAO				1.7	
ONOWAY				1.1	4.3
RADWAY		6.0			
THORSBY			3.3		
THORHILD		5.6			
TOFIELD	10.9				
WABAMUN					2.2
WARBURG			.4		
WESTLOCK		2.7		4.3	.0
WETASKIWIN			14.8	.1	.0
OTHER	.6	1.1	.3	.4	.5

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 28
Dentist



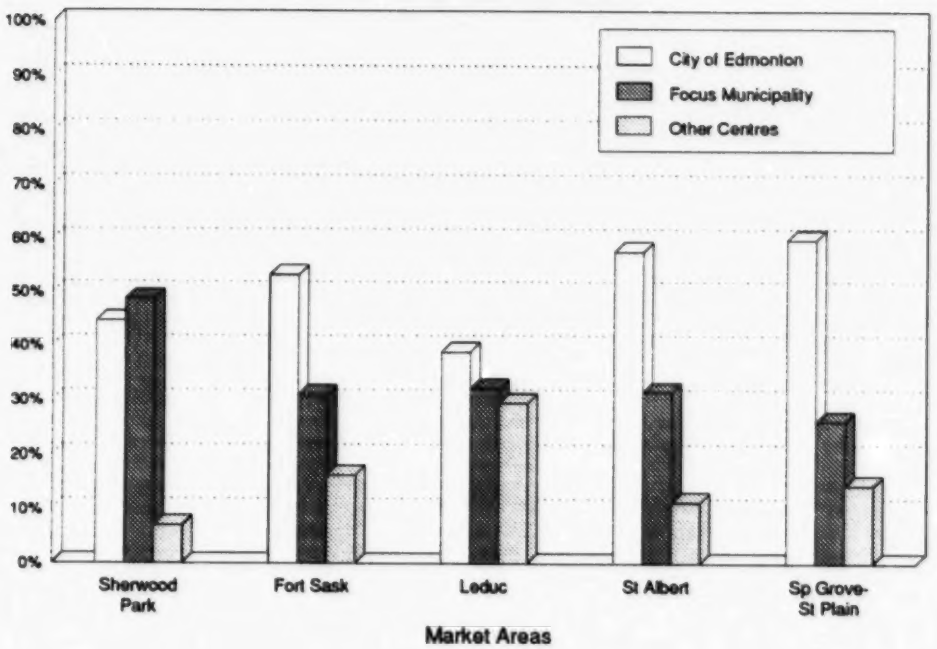
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 28
Dentist

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	44.7	38.5	27.3	47.8	39.7
BEAUMONT	.4		3.3		
BON ACCORD		.1	.7		
CALMAR			.3		.0
DEVON			1.2		2.4
FORT SASKATCHEWAN	3.8	40.2	.1	.4	.5
GIBBONS		3.5	.2	.5	.0
LEDUC	.4	.1	43.2	.4	1.3
LEGAL				.1	
MORINVILLE		.9	.0	10.4	
NEW SAREPTA	.1				
REDWATER		8.2			.0
ST. ALBERT	.2	1.1	.3	30.1	2.8
SHERWOOD PARK	42.6	.8	1.3	.1	.3
SPRUCE GROVE	.2		1.3	1.3	27.3
STONY PLAIN			.6	.5	13.7
BARRHEAD		.2	.1	.3	2.6
BRETON			1.5		.1
CAMROSE	.9	.2	3.7	.3	
DRAYTON VALLEY			1.2	.1	3.5
EVANSBURG					.6
LAMONT		.9			
MAYERTHORPE					.4
NAMAO				1.8	
ONOWAY		.1		1.1	4.4
THORSBY			.3		
THORHILD		.5			
TOFIELD	6.4				
WESTLOCK		3.1		4.5	
WETASKIWIN	.1		12.6	.1	
OTHER	.3	1.8	.8	.1	.4

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 29
Optometrist



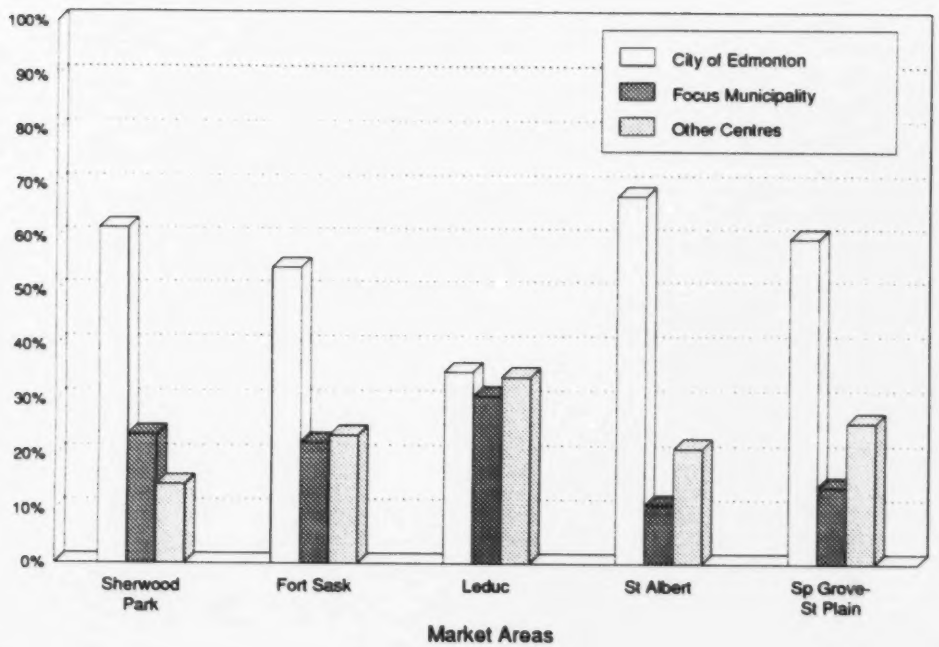
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 29
Optometrist

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	44.5	53.1	38.7	57.5	59.7
BEAUMONT	.1		.1		
BON ACCORD		.1			
CALMAR			.1		
DEVON			1.8		2.0
FORT SASKATCHEWAN	2.5	30.8	.2	.7	
GIBBONS		.8	.1	.1	
LEDUC	.1	.1	32.0	.3	.6
LEGAL				.1	
MORINVILLE				.8	.1
NEW SAREPTA	.1	.2			
REDWATER		5.1			
ST. ALBERT	.1	1.0	.1	31.3	1.8
SHERWOOD PARK	48.6	1.8	1.5		.0
SPRUCE GROVE	.4		.5	1.6	26.0
STONY PLAIN			.3	.1	2.2
BARRHEAD				.5	2.6
BRETON		.1	.7		
CAMROSE	3.1	.3	3.9		
DRAYTON VALLEY			1.8	.1	3.2
LAMONT		.4			
NAMAO				2.2	
ONOWAY					.8
RADWAY		.4			
THORHILD		.5			
TOFIELD	.3				
WESTLOCK		4.4		4.6	
WETASKIWIN			17.0		
OTHER	.4	.9	1.0	.1	1.0

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 30
Lawyer



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 30
Lawyer

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	61.8	54.3	35.1	67.9	59.9
BEAUMONT	.2		1.1		.1
BON ACCORD			.1		
CALMAR			.6		
DEVON			.6		2.1
FORT SASKATCHEWAN	1.4	22.2		1.1	.0
GIBBONS	.2	5.8		1.4	.2
LEDUC	.6		30.7	.2	.3
LEGAL		.1		2.3	
MORINVILLE		.2		9.1	.1
NEW SAREPTA	.3				
REDWATER		7.2	.2		.1
ST. ALBERT	.4	.8	.1	10.9	1.1
SHERWOOD PARK	23.7	.6	.7		.0
SPRUCE GROVE		.1	.6	.3	12.5
STONY PLAIN	.2		.6	.7	14.2
BARRHEAD				.5	1.9
BRUDERHEIM		1.5			
CAMROSE	.4		3.5		
DRAYTON VALLEY			1.2	.1	2.3
EVANSBURG					1.1
LAMONT		.6			
MILLET			.6		
NAMAO				.8	
NISKU	.1	.4			
ONOWAY				.7	2.1
THORSBY			2.0		
THORHILD		4.3			
TOFIELD	9.6		.1		
WESTLOCK	.2	1.0		2.8	.0
WETASKIWIN		.1	19.1	.3	
OTHER	1.0	.9	3.2	.9	1.7

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

15. PUBLIC SERVICES

The public services included in the survey comprise post office services (Table 31), library services (Table 32) and hospital services (Table 33).

Sherwood Park Market Area

In the Sherwood Park area the provision of post office and library services is dominated by Sherwood Park which provides these services to 54.7 percent and 69.9 percent of the area households, respectively. Edmonton, on the other hand, is used for library services by only 11.1 percent of the area residents and for postal services by an even smaller proportion (8.3 percent) of residents. As Sherwood Park does not have a hospital, the area residents rely for hospital services mainly on Edmonton (84.1 percent), the services of which are supplemented by Tofield (11.7 percent of households) and to some degree also by Fort Saskatchewan (1.9 percent). Tofield also supplies a sizeable proportion of the area households with post office services (11.3 percent) and library services (12.2 percent). Ardrossan is an important supplier of postal services to 18.8 percent of the area households.

Fort Saskatchewan Market Area

The residents of the Fort Saskatchewan area obtain their public services mainly in Edmonton and Fort Saskatchewan. Edmonton is most prominent in the area in supplying hospital services (45.6 percent of households) and library services (30.4 percent). Postal services, which are generally fairly decentralized, are obtained in Edmonton by only 22.8 percent of the area residents. Fort Saskatchewan's role in the area is most significant in providing hospital services (24.9 percent of households), followed by library services (21.7 percent) and postal services (18.2 percent). Redwater is an important supplier of hospital services (15.2 percent of households) but its role in supplying postal services (8.9 percent) and library services (7 percent) is overshadowed by Bruderheim (12.2 percent postal services, 9 percent library) and Thorhild (10.2 percent postal services, 9.8 percent library). Among other centres providing the area with public services, the most important are Gibbons (9.4 percent postal services, 5.4 percent library), Radway (5.3 percent postal services, 4.3 percent library) and Lamont (5.4 percent hospital).

Leduc Market Area

In the Leduc area, public services are provided mainly by Leduc and Wetaskiwin. Edmonton's role in supplying public services to the area is important only with respect to hospitals which serve 41.6 percent of the area households. Its provision of library and postal services is limited to 10.5 percent and 4.3 percent of households, respectively. Leduc is most prominent in supplying hospital services to the area (24.2 percent of households) followed by library services (23.2 percent) and postal services (16.2 percent). Wetaskiwin is Leduc's strongest competitor in the area as it provides 14.7 percent of the area households with library services, 14.3 percent with hospital services and 8.4 percent with postal services. Among other centres supplying the area with public services, the most important are

Thorsby (14.1 percent postal, 11.3 percent library), Millet (15.7 percent postal, 10 percent library) and Warburg (9.9 percent library, 9.3 percent postal).

St. Albert Market Area

In the St. Albert area, the main suppliers of public services are St. Albert, Edmonton and Morinville. St. Albert's most important role is in the provision of hospital services (45.4 percent of households), followed by library services (32.4 percent) and postal services (25.4 percent). Edmonton is significant in supplying hospital services (45.8 percent) and library services (28.9 percent). Postal services, on the other hand, are obtained in Edmonton by only 16.5 percent of the area residents. Morinville's most important role is in supplying postal services - 17.2 percent of the area households - followed by library services (13.1 percent). Among other centres supplying the area with public services, the most important are Namao (10.3 percent postal, 9.2 percent library, 2.1 percent hospital), Legal (6.3 percent postal, 2.3 percent library) and Onoway (6.7 percent postal, 4.9 percent library).

Spruce Grove - Stony Plain Market Area

The residents of this area obtain public services mainly from Stony Plain, Edmonton and Spruce Grove. Stony Plain is the most important supplier as it provides between 20 percent and 21.1 percent of the area households with public services. Edmonton is prominent in the field of hospital services (66 percent of the area households) but provides only 18.2 percent of the area households with library services and 8 percent with postal services. Spruce Grove does not have a hospital. As a result its role is limited to supplying the area households with library services (25.2 percent) and with postal services (15.8 percent). Among other centres providing the area with public services the most important are Onoway (9.4 percent postal, 8.8 percent library), Wabamun (4.8 percent postal and library) and Devon (4.6 percent postal, 3.7 percent library, 3.6 percent hospital).

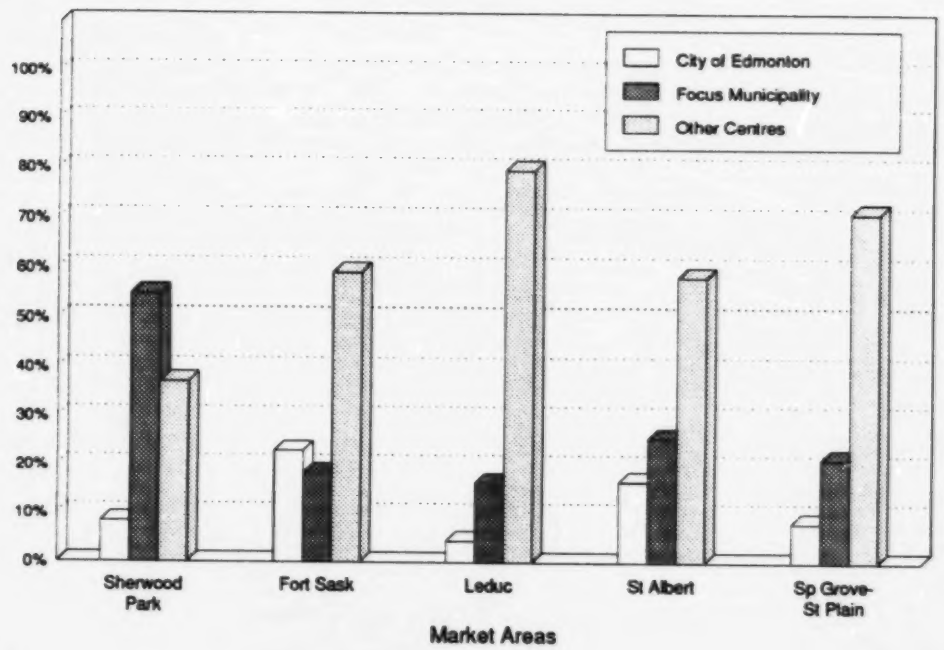
Looking at the study area as a whole we can observe that Edmonton dominates all the market areas in the supply of hospital services. It provides these services to between 41.6 percent (Leduc area) and 84.1 percent (Sherwood Park area) of the areas' households. In the provision of library services Edmonton is much less important. Its libraries serve between 11.1 percent (Sherwood Park area) and 30.4 percent (Fort Saskatchewan area) of the areas' households. Edmonton's post offices serve fairly large proportions of households in the Fort Saskatchewan and St. Albert market areas - 22.8 percent and 16.5 percent, respectively - but in the remaining three market areas its share of the postal services market is below 8.5 percent.

In the provision of library services Sherwood Park is most prominent among the focus urban municipalities, as its library serves nearly 70 percent of its area residents. In the remaining focus urban municipalities this proportion varies between 20 percent (Stony Plain) and 32.4 percent (St. Albert).

The focus urban municipalities generally attract to their post offices between 15.8 percent (Spruce Grove) and 25.4 percent (St. Albert) of households in their respective areas. An exception to this rule is Sherwood Park which provides postal services to nearly 55 percent of its area residents.

All the focus urban municipalities have their own hospital except for Sherwood Park and Spruce Grove. The proportion of an area's households provided with hospital services by their focus municipalities generally varies between 20.4 percent (Stony Plain) and 24.9 percent (Fort Saskatchewan). An exception to this rule is St. Albert which attracts 45.4 percent of its market area households to its hospital.

Figure 31
Post Office



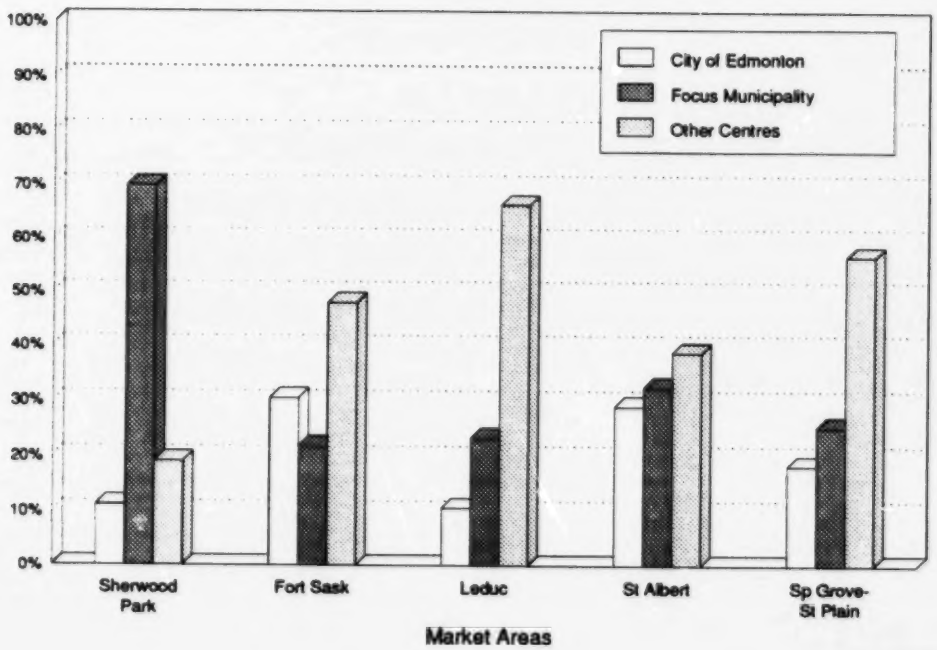
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 31
Post Office

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	8.3	22.8	4.3	16.5	8.0
BEAUMONT	.2		2.1	.1	.1
BON ACCORD		3.8	.7	4.4	.0
CALMAR			8.5	.3	
DEVON			.6		4.6
FORT SASKATCHEWAN	.9	18.2		.2	
GIBBONS		9.4	.2	.1	
LEDUC			16.2	.4	
LEGAL		1.1		6.3	
MORINVILLE		.1	.2	17.2	
NEW SAREPTA	2.7		5.0		
REDWATER		8.9			
ST. ALBERT		.3		25.4	.5
SHERWOOD PARK	54.7	.3	1.5		.0
SPRUCE GROVE	.1		.3	.0	15.8
STONY PLAIN			1.1		21.1
ALBERTA BEACH					4.9
ARDROSSAN	18.8	1.3			
BRUDERHEIM	.1	12.2			.0
CAMROSE	.1		.3		.1
ENTWISTLE				.1	2.7
EVANSBURG					3.6
GUNN					2.7
HAY LAKES	.1		4.0		
LAMONT		3.0			
MILLET		.1	15.7		
NAMAO				10.3	
NISKU			.6		
ONOWAY		.2		6.7	9.4
RADWAY		5.3			
THORSBY			14.1		.0
THORHILD		10.2		.1	
TOFIELD	11.3				
WABAMUN					4.8
WARBURG			9.3		.3
WESTLOCK		.1	.0	.8	
WETASKIWIN			8.4	.1	
OTHER	2.7	2.8	7.0	11.0	21.4

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 32
Library



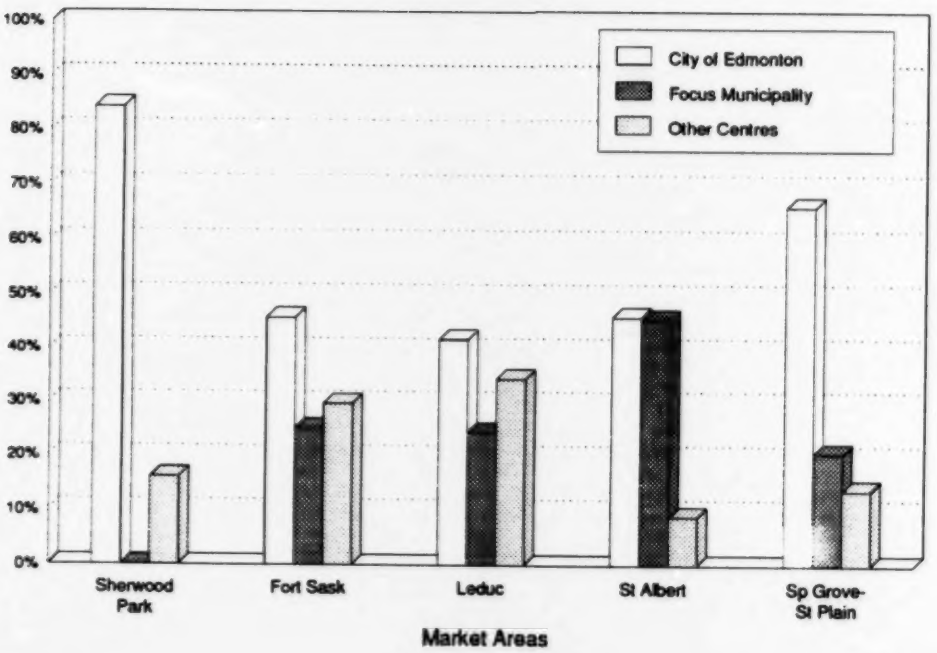
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 32
Library

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	11.1	30.4	10.5	28.9	18.2
BEAUMONT			3.0		.1
BON ACCORD		3.4	.5	3.0	
CALMAR			4.4		
DEVON			1.1		3.7
FORT SASKATCHEWAN	1.6	21.7	.1	.1	
GIBBONS		5.4	.3		
LEDUC	.4	.1	23.2	.5	.2
LEGAL				2.3	
MORINVILLE		.1	.0	13.1	
NEW SAREPTA	1.4		1.6		
REDWATER		7.0			
ST. ALBERT		.4		32.4	1.1
SHERWOOD PARK	69.9	3.1	1.7		.0
SPRUCE GROVE	.1		.8	.5	25.2
STONY PLAIN			.3		20.0
ALBERTA BEACH					2.7
ARDROSSAN	1.1	.2			
BARRHEAD				.4	.7
BRETON			.6		
BRUDERHEIM		9.0			.0
CAMROSE	.1		.8		
ENTWISTLE				.1	3.2
EVANSBURG					3.6
HAY LAKES	.1		3.8		
LAMONT		3.2	.1		
MILLET			10.0		
NAMAO			.1	9.2	
ONOWAY		.2		4.9	8.8
RADWAY		4.3	.1		
THORSBY			11.3		
THORHILD		9.8			
TOFIELD	12.2				
WABAMUN					4.8
WARBURG			9.9		.3
WESTLOCK		.4		3.5	
WETASKIWIN			14.7	.2	
OTHER	2.1	1.4	1.1	1.1	7.4

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 33
Hospital



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 33
Hospital

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	84.1	45.6	41.6	45.8	66.0
DEVON			8.1		3.6
FORT SASKATCHEWAN	1.9	24.9	.2	.4	
LEDUC	.2	.2	24.2	.3	.0
REDWATER		15.2			
ST. ALBERT		3.0	.1	45.4	2.4
STONY PLAIN			.7	1.3	20.4
BARRHEAD				.2	2.3
BRETON			3.8		.1
CAMROSE	.5	.2	4.7		
DRAYTON VALLEY			1.5	.1	3.9
LAMONT		5.4			.0
NAMAO				2.1	
TOFIELD	11.7				
WESTLOCK		2.8		4.0	
WETASKIWIN			14.3	.1	
OTHER	1.6	2.9	.8	.4	1.2

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

16. RECREATION SERVICES

The recreation services included in the survey comprise the use of a swimming pool (Table 34), an ice arena (Table 35) and a curling rink (Table 36).

Sherwood Park Market Area

The residents of the Sherwood Park area obtain their recreation services mainly in Sherwood Park and Edmonton. Some residents also go to Tofield and Ardrossan. Sherwood Park is a dominant location for the users of a swimming pool (59.6 percent of households), ice arena (38.1 percent) and curling facilities (25.4 percent). Edmonton accommodates 20.3 percent of the area households for swimming, 16.5 percent for curling and 12.2 percent for the use of an ice arena. Ardrossan and Tofield do not have swimming facilities but are favourite locations for the users of an ice arena (20.5 percent in Ardrossan, 14.2 percent in Tofield) and a curling rink (21.7 percent in Ardrossan, 22.6 percent in Tofield).

Fort Saskatchewan Market Area

The residents of the Fort Saskatchewan area obtain their recreation services mainly in Edmonton and Fort Saskatchewan. Edmonton is a dominant location for the users of curling rinks (24.4 percent of the area households) as well as ice arenas (22.9 percent). Although Edmonton's swimming pools are used by 26.4 percent of the area households, the most preferred location for swimming pool users is Fort Saskatchewan which accommodates 47.7 percent of the area households. Fort Saskatchewan also serves 16.2 percent of the area residents with a curling rink and 15.3 percent with an ice arena. Among other centres providing recreation services, the most important are Thorhild (10.6 percent swimming, 10.1 percent ice arena, 9.4 percent curling), Redwater (8 percent swimming, 8.4 percent ice arena, 8 percent curling), Bruderheim (15.6 percent curling, 10 percent ice arena) and Gibbons (13.5 percent curling, 9.4 percent ice arena).

Leduc Market Area

The residents of the Leduc area obtain their recreation services mainly in Leduc and Wetaskiwin. Leduc is a dominant centre for the provision of recreation services. It serves 48.3 percent of the area households with a swimming pool, 22.5 percent with an ice arena and 16.7 percent with a curling rink. Wetaskiwin, which is next in importance, serves 23.8 percent of the area households with a swimming pool, 18.1 percent with an ice arena and 8.4 percent with a curling rink. Edmonton's role in the provision of recreation services to the area is rather limited. Its swimming pools are preferred by only 12.7 percent of the area residents and close to 9 percent of the area's households use its ice arenas and curling rinks. Among other centres which provide recreation services to the area residents, the most important are Thorsby (14.6 percent ice arena, 7.7 percent curling), Warburg (10.9 percent ice arena, 14.5 percent curling), Calmar (5.1 percent ice arena, 9.9 percent curling) and Beaumont (3.5 percent ice arena, 7 percent curling).

St. Albert Market Area

The residents of the St. Albert area obtain their recreation services mainly in St. Albert, Edmonton and Namao. St. Albert is the dominant provider of recreation services. It serves 46 percent of the area residents with a swimming pool, 19.2 percent with an ice arena and 9.5 percent with a curling rink. Edmonton's most important role is in offering swimming and curling facilities which are used by close to 27 percent of the area residents. Its ice arenas however attract only 18.7 percent of the area households. Namao's ice arena and curling rink serve 17.3 percent and 18.2 percent of the area residents, respectively, while its swimming pool attracts 13.9 percent of the area households. Among other centres providing recreation services to the area residents, the most important are Morinville (21.5 percent curling, 10.9 percent ice arena), Legal (7.1 percent curling, 6.7 percent ice arena) and Onoway (3.9 percent ice arena and curling).

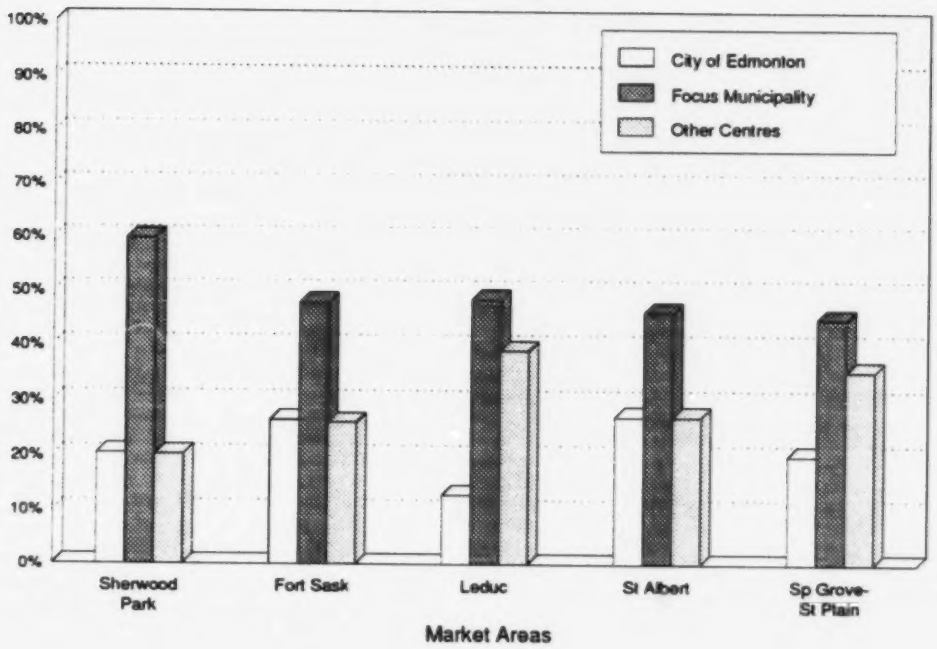
Spruce Grove - Stony Plain Market Area

In this area, recreation services are provided mainly by Spruce Grove, Edmonton and Stony Plain. Spruce Grove is most prominent in providing swimming pool services (44.8 percent of the area households), followed by ice arenas (18.7 percent) and curling facilities (13.8 percent). Edmonton's role is most important in offering curling rinks, which are used by 30.3 percent of the area residents. Its swimming pools and ice arenas serve 19.9 percent and 17.2 percent of the area residents, respectively. Stony Plain also offers all three types of recreation facilities. Its ice arenas are used most extensively (by 18.8 percent of the area households), followed by a curling rink (15.6 percent of the households) and swimming pool (13.4 percent). Among other centres providing recreation services to the area's residents, the most important are Devon (7.5 percent ice arena, 6.9 percent curling and 6.6 percent swimming pool), Onoway (16.5 percent curling, 8.6 percent ice arena) and Evansburg (5.1 percent ice arena, 2.9 percent curling).

Looking at the study area as a whole we can observe that Edmonton serves significant proportions of all the market areas' residents with recreation services. Among Edmonton's facilities which are most important to the study area residents are its swimming pools, which are preferred by between 12.7 percent (Leduc area) and 27 percent (St. Albert area) of the areas' households, as well as curling rinks which are used by between 8.9 percent (Leduc area) and 30.3 percent (Spruce Grove area) of the areas' residents. Least concentrated in Edmonton is the use of ice arenas, which attract only between 9.1 percent (Leduc area) and 22.9 percent (Fort Saskatchewan area) of the areas' households. Overall, Edmonton's recreation facilities are used most extensively by the residents of the Fort Saskatchewan and St. Albert areas (between 18.7 percent and 27 percent). Leduc area residents make the least use of Edmonton's facilities (between 8.9 percent and 12.7 percent of the area's households).

Among the focus urban municipalities, Sherwood Park is most dominant in its market area in the provision of recreation services. Sherwood Park's recreation facilities are used by between 25.4 percent (curling) and 59.6 percent (swimming pool) of its area households.

Figure 34
Swimming Pool



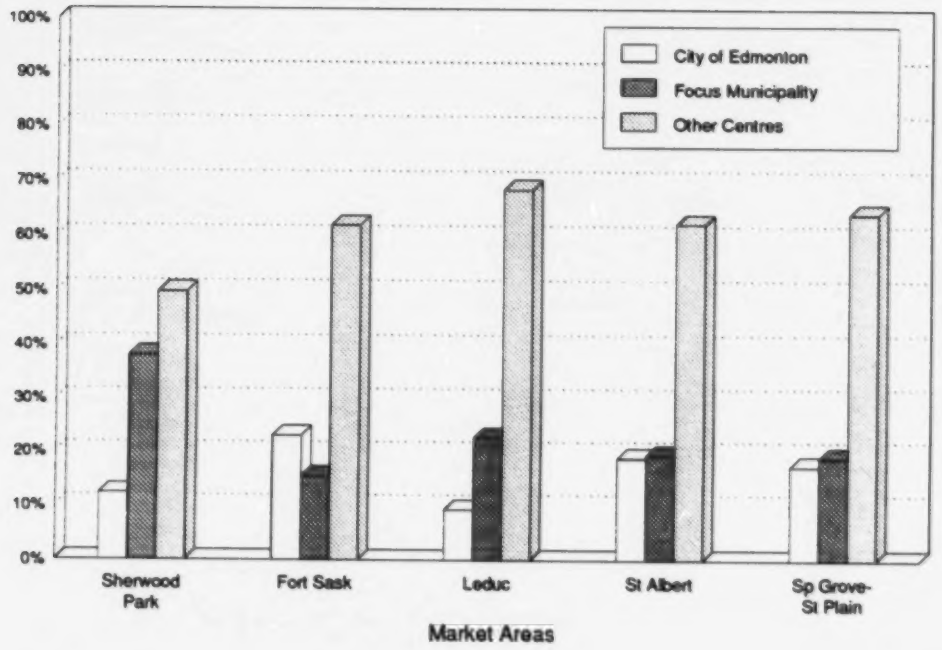
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 34
Swimming Pool

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	20.3	26.4	12.7	27.0	19.9
BEAUMONT			.4		
BON ACCORD		.2			
CALMAR			.3		
DEVON			1.7		6.6
FORT SASKATCHEWAN	6.9	47.7	.3	4.0	.0
GIBBONS		.2			
LEDUC	.8	.1	48.3	.4	.2
LEGAL	.2		.1		
MORINVILLE	.2			.1	
REDWATER		8.0	.4		
ST. ALBERT		1.9	.1	46.0	1.4
SHERWOOD PARK	59.6	1.7	1.9		
SPRUCE GROVE	.1		1.2	2.3	44.8
STONY PLAIN	.3		.7		13.4
ALBERTA BEACH					.1
ARDROSSAN	.5				
BARRHEAD				.8	3.5
BRETON			.3		
BRUDERHEIM		.3			
CAMROSE	.2		3.4		
DRAYTON VALLEY			2.7		.4
ENTWISTLE				.1	5.2
EVANSBURG		.4			1.1
GUNN					.0
LAMONT		.3			
MAYERTHORPE					.2
MILLET			.2		
NAMAO		.4		13.9	
ONOWAY				.1	.2
THORSBY			.2		
THORHILD		10.6			
TOFIELD	.5				
WABAMUN					.9
WARBURG			.3		
WESTLOCK		.2		3.2	.1
WETASKIWIN			23.8	.2	.0
OTHER	10.4	1.6	1.0	1.8	1.9

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 35
Ice Arena



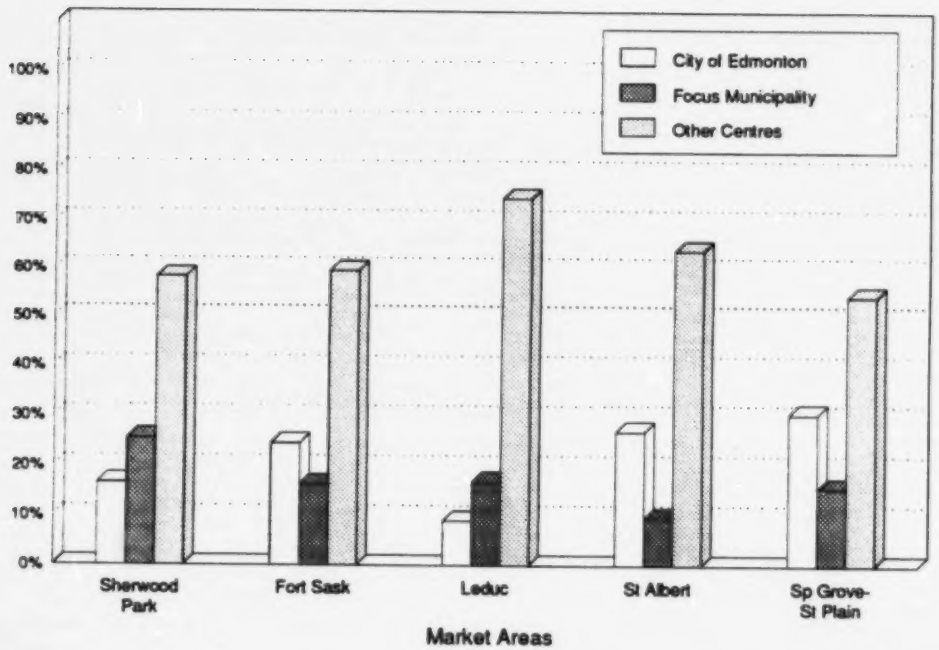
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 35
Ice Arena

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	12.2	22.9	9.1	18.7	17.2
BEAUMONT	.2		3.5	.1	.2
BON ACCORD		4.7	.6	4.9	
CALMAR			5.1		
DEVON			.8		7.5
FORT SASKATCHEWAN	.8	15.3		.2	.2
GIBBONS		9.4	.4	.5	
LEDUC		.1	22.5	.4	
LEGAL		.4		6.7	
MORINVILLE		.6		10.9	
NEW SAREPTA	2.8		5.0		
REDWATER		8.4			
ST. ALBERT		.5		19.2	.8
SHERWOOD PARK	38.1	.6	.8		
SPRUCE GROVE	.1		.7	.4	18.7
STONY PLAIN			.6		18.8
ALBERTA BEACH					1.1
ARDROSSAN	20.5	1.1			
BARRHEAD				.3	.4
BRUDERHEIM		10.0			
CAMROSE	.1		1.7	.3	
ENTWISTLE				.1	1.0
EVANSBURG					5.1
HAY LAKES	.1		1.0		
LAMONT		3.6			
MILLET			3.0		
NAMAO		.1		17.3	
ONOWAY		.3		3.9	8.6
RADWAY		2.3			
THORSBY			14.6	.3	.0
THORHILD		10.1			
TOFIELD	14.2				
WABAMUN					9.8
WARBURG			10.9		.1
WESTLOCK		.4		3.2	
WETASKIWIN			18.1	.1	
WASKATENAU		.7			
OTHER	10.9	8.6	1.6	12.6	10.5

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 36
Curling Rink



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 36
Curling Rink

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	16.5	24.4	8.9	26.8	30.3
BEAUMONT	.7		7.0		.4
BON ACCORD		.5	1.1		
CALMAR			9.9		
DEVON			.8		6.9
FORT SASKATCHEWAN	1.3	16.2		.8	
GIBBONS		13.5	.7	3.3	.1
LEDUC	.2	.2	16.7	.6	
LEGAL	.5			7.1	
MORINVILLE		.2		21.5	
NEW SAREPTA	.2		.4		
REDWATER		8.0			
ST. ALBERT		.2		9.5	.8
SHERWOOD PARK	25.4	.5	.2		
SPRUCE GROVE	.2		.6	.9	13.8
STONY PLAIN			.4	.2	15.6
ARDROSSAN	21.7	1.4			
BRETON			2.5		
BRUDERHEIM	.2	15.6			
EVANSBURG		.9			2.9
HAY LAKES	.4		4.4		
LAMONT	.3	5.6			
MILLET			9.0		
NAMAO		.3		18.2	
ONOWAY				3.9	16.5
THORSBY			7.7		
THORHILD		9.4			
TOFIELD	22.6				
WABAMUN					.9
WARBURG			14.5		.4
WESTLOCK		1.2		3.7	
WETASKIWIN			8.4		
WASKATENAU		.6	.2		
OTHER	9.9	1.4	6.7	3.7	11.4

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

17. FARM GOODS

The farm goods included in the survey comprise fertilizers (Table 37), farm machinery (Table 38) and other farm supplies (Table 39).[7]

Sherwood Park Market Area

The farmers in the Sherwood Park area obtain their farm goods mainly in Edmonton, Fort Saskatchewan and New Sarepta. Edmonton is the area's dominant commercial location. It is preferred by 57 percent of the area farmers for the purchase of "other farm supplies", by 37 percent of farmers buying farm machinery and by 32.8 percent of farmers purchasing fertilizers. Fort Saskatchewan is an important competitor to Edmonton with respect to purchases of fertilizers and farm machinery, which are obtained in the municipality by 19.1 percent and 18.2 percent of the area farmers, respectively. Its role in providing other farm supplies is, however, limited as it is a preferred location for these purchases for only 2.8 percent of the area farmers. Despite its small population size, New Sarepta is an important farm centre for the area. It supplies 15.9 percent of the area farmers with farm machinery, 8.1 percent with fertilizers and 3.9 percent with other farm supplies. Among other centres providing the area with farm goods, the most important are Camrose, serving between 7.3 percent (fertilizers) and 12.8 percent (farm machinery) of the area farmers, and Tofield, providing 8.1 percent of the area farmers with other farm supplies and 12 percent with fertilizers.

Fort Saskatchewan Market Area

In the Fort Saskatchewan market area the most important suppliers of farm goods are Fort Saskatchewan, Thorhild and Lamont. Fort Saskatchewan is the area's dominant commercial centre. It is a preferred location for close to 40 percent of the area farmers purchasing fertilizers and farm machinery and, in addition to that, 34.7 percent of the area farmers go to Fort Saskatchewan to buy their other farm supplies. Thorhild is prominent in the area as a supplier of fertilizers (14.2 percent of farmers) and other farm supplies (12.7 percent of farmers). It also supplies 5.4 percent of the area farmers with farm machinery. Lamont, which is third in importance in the area, supplies farm goods to between 8.6 percent and 11.5 percent of the area farmers. Among other centres supplying the area with farm goods, the most important are Westlock (15.2 percent farm machinery, 7 percent other supplies, 2.6 percent fertilizers), Redwater (8.9 percent fertilizers, 5 percent other supplies), Radway (8.4 percent fertilizers) and Morinville (6.7 percent

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[7] The estimated numbers of farmers in the five market areas are as follows:

Sherwood Park Area	700
Fort Saskatchewan Area	1,200
Leduc Area	2,100
St. Albert Area	900
Spruce Grove - Stony Plain Area	1,600

machinery, 3 percent fertilizers). Edmonton is an important shopping location for other farm supplies (19.9 percent of the area farmers) and to some degree also for farm machinery (5.7 percent).

Leduc Market Area

In the Leduc area the most important suppliers of farm goods are Wetaskiwin, Leduc and Thorsby. Wetaskiwin is the main supplier, providing 45.2 percent of the area farmers with farm machinery, 24.4 percent with other farm supplies and 20.4 percent with fertilizers. Second in the area is Leduc. Although its role in the sale of farm machinery is rather limited (serving only 3.7 percent of the area farmers) Leduc is an important supplier of other farm supplies and fertilizers which are purchased in the City by 22.2 percent and 23.4 percent of the area farmers, respectively. Thorsby, which is third in the area, supplies between 12.3 percent and 16 percent of the area farmers with farm goods. Among other centres supplying the area with farm goods, the most important are Calmar (14.1 percent fertilizers, 10.6 percent other supplies, 3.5 percent machinery), Camrose (5 percent other supplies, 4.8 percent machinery, 2.9 fertilizers) and Edmonton (2 percent fertilizers, 4.6 percent other supplies, 6.9 percent machinery).

St. Albert Market Area

In the St. Albert area, the most important suppliers of farm goods are Morinville, Westlock and Edmonton. Morinville is the dominant centre in the area as it supplies 40.3 percent of the area farmers with farm machinery, 35.5 percent with other farm supplies and 30.5 percent with fertilizers. Second in the area is Westlock which is a preferred location for 28 percent of the area farmers buying farm machinery and 25.8 percent of the farmers purchasing other farm supplies. Its role in the area is much less prominent with respect to sales of fertilizers (11.1 percent of farmers). Edmonton's importance in the area is limited to supplying farm machinery (13.5 percent of farmers) and other farm supplies (15.1 percent). Among other centres providing the area with farm goods, the most important are Onoway (4.4 percent fertilizers, 3.9 percent other supplies), Legal (9.9 percent fertilizers, 3.4 percent other supplies) and St. Albert (5.9 percent fertilizers).

Spruce Grove - Stony Plain Market Area

In this area the most important suppliers of farm goods are Stony Plain, Spruce Grove and Onoway. Stony Plain clearly dominates the area in this field of commerce as it supplies 43.8 percent of the area farmers with other farm supplies, 42.1 percent of the farmers with fertilizers and 39.7 percent with farm machinery. Spruce Grove's role in the area is much less prominent than Stony Plain's. Its main importance is in the sale of other farm supplies (20.9 percent of the area farmers) and fertilizers (16.9 percent). Its role as a supplier of farm machinery is rather limited (4.8 percent of farmers). Onoway, which is the third most important supplier of farm goods in the area, provides 13.7 percent of the area farmers with fertilizers, 10 percent with other farm supplies and 7.4 percent with farm machinery. Edmonton is an important shopping location only for farm machinery (14.6 percent of the area farmers) and to some degree also for other farm supplies (7.3 percent).

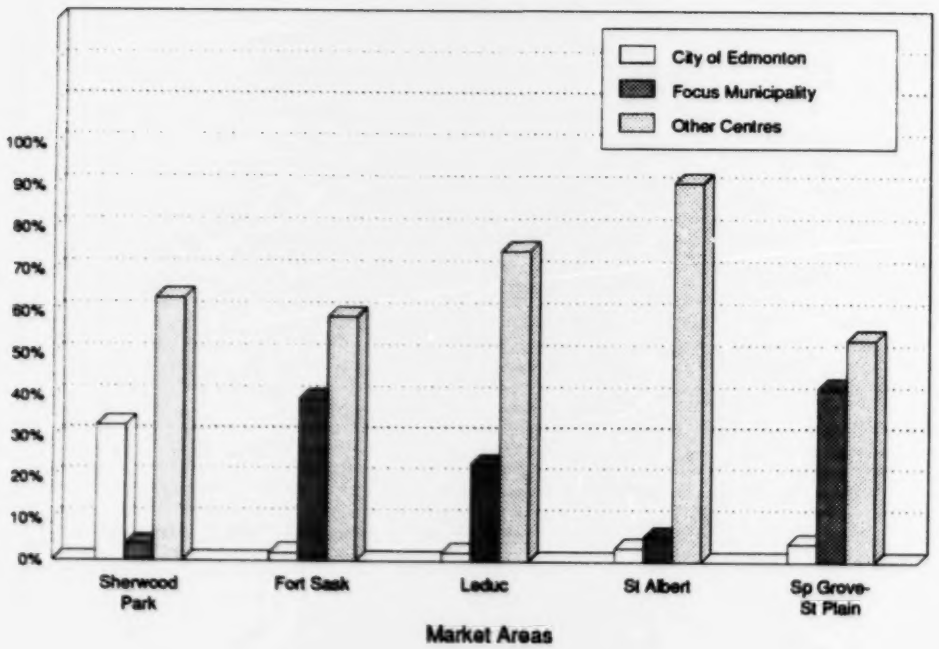
Barrhead, which is situated beyond the study area, supplies between 8.2 percent and 8.7 percent of the area farmers with farm goods.

Looking at the study area as a whole we can observe that Edmonton's role in the distribution of farm goods in the study area is rather limited. This is particularly true with respect to fertilizers, which are obtained in Edmonton by only between 1.9 percent (Fort Saskatchewan area) and 4.3 percent (Spruce Grove-Stony Plain area) of the areas' farmers. The only exception to this rule is the Sherwood Park area where the proportion of fertilizer users purchasing in Edmonton stands at 32.8 percent. Farm machinery is supplied by Edmonton dealerships to only between 5.7 percent (Fort Saskatchewan area) and 14.6 percent (Spruce Grove-Stony Plain area) of the areas' farmers; again, the exception is the Sherwood Park area, from which 37 percent of farmers come to buy machinery in Edmonton. Edmonton's greatest appeal to farmers exists in the field of other farm supplies, which are generally purchased in the central city by between 4.6 percent (Leduc area) and 19.9 percent (For Saskatchewan area) of the areas' farmers. In the Sherwood Park area, 57 percent of farmers travel to buy other farm supplies in Edmonton.

Among the focus urban municipalities, Sherwood Park and St. Albert are the least important as commercial centres to their market area's farmers. They both lack farm machinery outlets, and are patronized, with respect to fertilizers and other farm supplies, by less than 6 percent of the farmers resident in their respective market areas. Stony Plain, on the other hand, is the commercial centre with the greatest appeal to its market area farm community as it supplies with farm goods between 39.7 percent and 43.8 percent of its area farmers. Second in importance as a supplier to its own market area is Fort Saskatchewan which provides, with farm goods, between 34.7 percent (other farm supplies) and 39.9 percent (farm machinery) of its area farmers.

Another interesting feature of the shopping behaviour of the study area farmers is their relatively strong dependence on a number of centres situated outside the study area. Among those most prominent in this respect are Wetaskiwin, which supplies with farm goods between 20.4 percent (fertilizers) and 45.2 percent (machinery) of the Leduc area farmers, Westlock, supplying with farm goods between 11.1 percent and 28 percent of the St. Albert area farmers, and Thorhild, serving between 5.4 percent and 14.2 percent of the Fort Saskatchewan area farmers.

Figure 37
Fertilizers



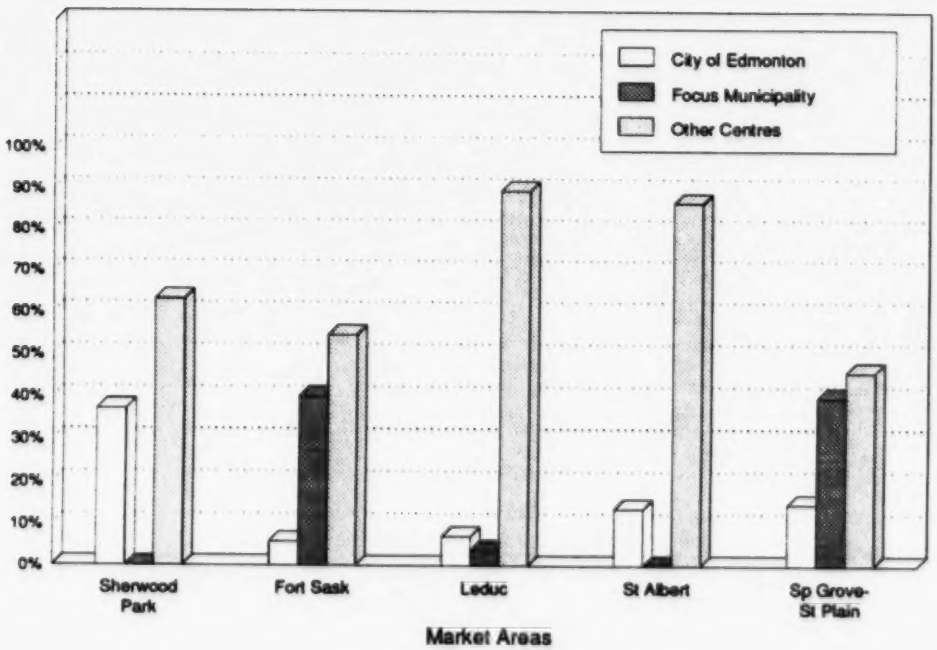
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 37
Fertilizers

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	32.8	1.9	2.0	3.2	4.3
BON ACCORD				.7	
CALMAR	.7		14.1	.6	.4
FORT SASKATCHEWAN	19.1	39.2		1.8	.3
LEDUC	2.9	.2	23.4	1.1	.7
LEGAL		1.9		9.9	.3
MORINVILLE		3.0	.1	30.5	.8
NEW SAREPTA	8.1		2.1		
REDWATER		8.9			
ST. ALBERT		1.7		5.9	.3
SHERWOOD PARK	3.8				
SPRUCE GROVE			.3	.5	16.9
STONY PLAIN	.7		1.8	1.0	42.1
BARRHEAD				1.3	8.2
BRETON			.6		
CAMROSE	7.3		2.9		
DRAYTON VALLEY		.2	.1		.6
ELLERSLIE	.9		.9		
ENTWISTLE					2.4
EVANSBURG					2.0
HAY LAKES	3.6		4.0		
LAMONT	1.5	11.5			
MILLET			.7		
ONOWAY				4.4	13.7
RADWAY		8.4			
REDWATER FERT. PLT.		.7			
STURGEON IND. PARK				1.0	
SUNNYBROOK			7.6		.3
THORSBY			15.5		.1
THORHILD		14.2			
TOFIELD	12.0				
WARBURG			1.4		
WESTLOCK		2.6		11.1	.7
WETASKIWIN	.9	.2	20.4	.6	
STUR. VALLEY. FERT.		1.5		9.3	2.5
ALL OVER	2.6	.4	.4	.5	.8
OTHER	3.2	3.4	1.8	16.6	2.5

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 38
Farm Machinery



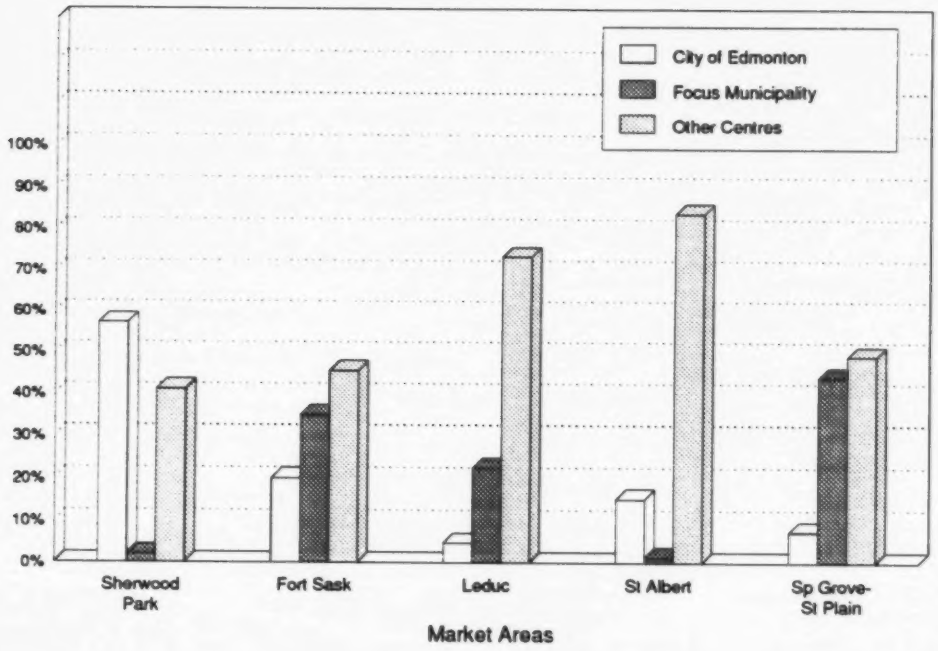
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 38
Farm Machinery

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	37.0	5.7	6.9	13.5	14.6
CALMAR	.8		3.5		.6
FORT SASKATCHEWAN	18.2	39.9	.7	3.3	
LEDUC	.6		3.7		
LEGAL		1.4	.4	1.6	2.0
MORINVILLE	.5	6.7	.5	40.3	.9
NEW SAREPTA	15.9		4.2		
REDWATER		1.3			
SPRUCE GROVE		.1	.1	.5	4.8
STONY PLAIN	.6	.2	2.4	1.2	39.7
BARRHEAD				3.6	8.7
CAMROSE	12.8		4.8		
HAY LAKES	1.7		.2		
LAMONT		9.2	.2		
MAYERTHORPE					1.9
ONOWAY				2.7	7.4
THORSBY			12.3		.3
THORHILD		5.4			
TOFIELD	1.7				
WARBURG			3.0		
WESTLOCK		15.2	.3	28.0	1.2
WETASKIWIN	2.2	.5	45.2	1.2	.7
WASKATENAU		1.2			
ALL OVER	4.1	7.1	9.1	2.2	10.5
OTHER	4.1	6.1	2.4	2.0	6.5

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 39
Other Farm Supplies



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 39
Other Farm Supplies

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	57.0	19.9	4.6	15.1	7.3
BON ACCORD				1.0	
CALMAR		.2	10.6		.1
FORT SASKATCHEWAN	2.8	34.7		2.1	
GIBBONS		.6			
LEDUC	4.9		22.2	.6	.3
LEGAL				3.4	
MORINVILLE		2.0		35.5	
NEW SAREPTA	3.9		.5		
REDWATER		5.0			
ST. ALBERT		.2		1.2	.4
SHERWOOD PARK	2.0		.3		
SPRUCE GROVE			.4	3.1	20.9
STONY PLAIN	.6		1.5	2.2	43.8
BARRHEAD		.2		2.0	8.3
BRETON			1.2		
CAMROSE	9.3		5.0		
DRAYTON VALLEY			.1		1.0
ELLERSLIE	.7		.9		
EVANSBURG					1.1
HAY LAKES	2.1		2.3		
LAMONT	1.3	8.6			
ONOWAY				3.9	10.0
RADWAY		3.2			
SUNNYBROOK			2.2		
THORSBY			16.0		.2
THORHILD		12.7			
TOFIELD	8.1				
WARBURG			2.7		
WESTLOCK		7.0		25.8	.3
WETASKIWIN		.2	24.4	.6	.5
ALL OVER	1.3	1.3	2.1	1.4	1.3
OTHER	5.9	4.1	3.0	2.2	4.4

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

18. FARM SERVICES

The farm services included in the survey comprise the following: Grain elevator services (Table 40) and veterinarian services (Table 41).

Sherwood Park Market Area

In the Sherwood Park area, farm services are provided mainly by Tofield, Edmonton and Sherwood Park. Tofield, which dominates the provision of farm services in the area, serves 24.7 percent of the area farmers with grain elevators and 12.6 percent of the area residents with veterinarian services. Edmonton is second in the area in the provision of farm services. It serves 22.9 percent of the area farmers with grain elevator services and 7.3 percent of the area residents with veterinarian services. Among other centres providing farm services to the area residents, the most important are Sherwood Park (39.5 percent - veterinarian), Ardrossan (28.3 percent veterinarian), Hay Lakes (14.2 percent - grain elevators) and Fort Saskatchewan (14.1 percent - grain elevators).

Fort Saskatchewan Market Area

In the Fort Saskatchewan area, farm services are provided mainly by Fort Saskatchewan and Thorhild. Fort Saskatchewan dominates the area in the provision of farm services. It serves 38 percent of the area residents with veterinarian services and 18.4 percent of the area farmers with grain elevator service. Thorhild, which is second in the area, serves 16.3 percent of the area farmers with grain elevators and 6.7 percent of the area residents with a veterinarian. Among other centres providing the area residents with farm services, the most important are Edmonton (24.8 percent veterinarian), Gibbons (10.5 percent - grain elevators, 3.8 percent - veterinarian), Redwater (6.7 percent - veterinarian, 6.4 percent - grain elevators) Lamont (9.5 percent - grain elevators) and Radway (9.1 percent - grain elevators).

Leduc Market Area

In the Leduc area, farm services are provided mainly by Leduc and Thorsby. Leduc dominates in the provision of these services. It serves 19 percent of the area farmers with elevators and 35.4 percent of the area residents with veterinarian services. Thorsby, which is second in the area, serves 16.8 percent of the area farmers with grain elevators and 17.6 percent of the area residents with veterinarian services. Among other centres providing the area residents with farm services, the most important are Wetaskiwin (13.1 percent - veterinarian, 10.1 percent - grain elevators), Millet (12.1 percent - veterinarian, 6.7 percent - grain elevators), Sunny Brook (12.6 percent - grain elevators) and Hay Lakes (7.6 percent - grain elevators).

St. Albert Market Area

In the St. Albert area, the main supplier of farm services is Morinville which serves 36.3 percent of the area farmers with grain elevators and 36.2 percent of the area residents with veterinarian services. Among other centres providing the area with farm services are Edmonton (22.3 percent - veterinarian), Legal (17.7 percent - grain elevators), St. Albert (15.2 percent - veterinarian) and Westlock (9.7 percent - veterinarian).

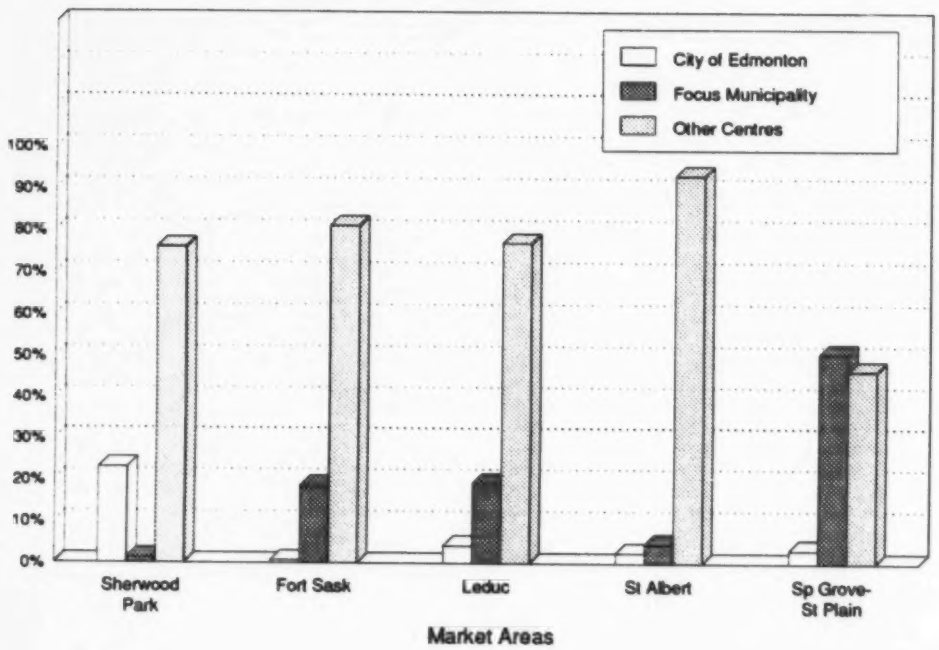
Spruce Grove - Stony Plain Market Area

In this area the main suppliers of farm services are Stony Plain and Spruce Grove. Stony Plain dominates the area in supplying these services. It serves 50.5 percent of the area farmers with grain elevators and 24.7 percent of the area residents with veterinarian services. Spruce Grove, which is the second largest provider of farm services in the area, serves 13 percent of the area farmers with grain elevators and 42.2 percent of the area residents with veterinarian services. Among other centres providing the area with farm services the most important are Onoway (15.4 percent - grain elevators, 10.1 percent - veterinarian), Edmonton (7.9 percent - veterinarian) and Barrhead (6.9 percent - grain elevators).

Looking at the area as a whole we can observe that the role of Edmonton in the provision of farm services is rather limited. It is most noticeable in the Fort Saskatchewan and St. Albert areas where Edmonton provides 24.8 percent and 22.3 percent of the area residents, respectively, with veterinarian services and also in the Sherwood Park area, where it serves 22.9 percent of the area farmers with grain elevators.

Except for the Sherwood Park and St. Albert areas, grain elevator services are to a large degree supplied by the focus urban municipalities (between 18.4 percent - Fort Saskatchewan and 50.5 percent - Stony Plain). Their services are supplemented by a number of smaller centres, some of them situated beyond the study area boundaries. Except for the St. Albert area, the focus urban municipalities dominate in their areas in the supply of veterinarian services, with which they provide between 35.4 percent (Leduc) and 42.2 percent (Spruce Grove) of the residents of their respective areas.

Figure 40
Grain Elevators



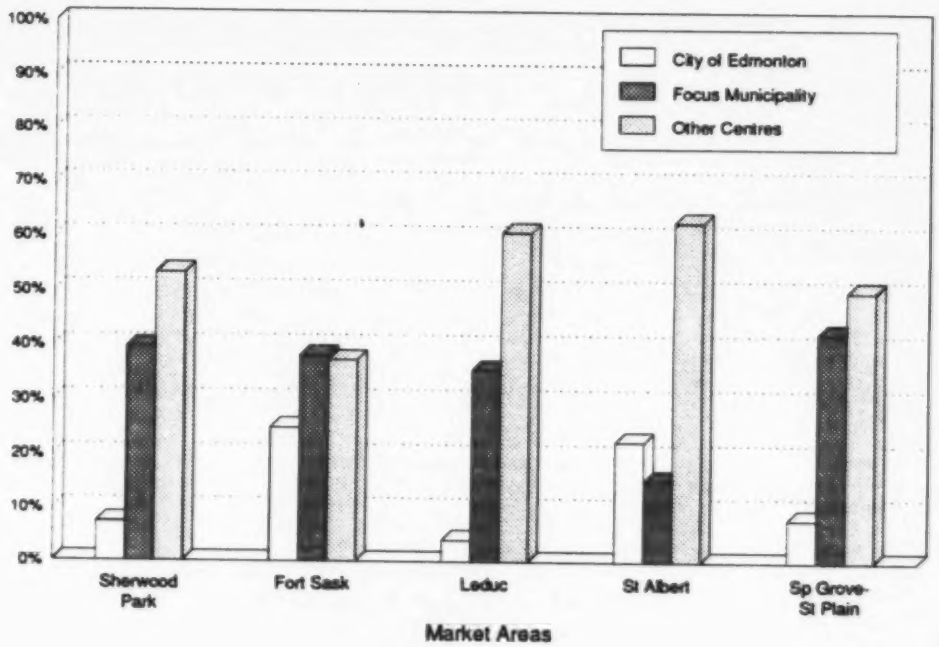
Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 40
Grain Elevators

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	22.9	.6	4.1	2.4	3.1
BON ACCORD		2.3		7.3	
CALMAR			13.2		.5
FORT SASKATCHEWAN	14.1	18.4	.2	.0	
GIBBONS		10.5		.0	
LEDUC	1.7		19.0	1.6	.2
LEGAL		1.7		17.7	
MORINVILLE				36.3	.7
NEW SAREPTA	2.6		.2		
REDWATER		6.4			
ST. ALBERT				4.5	
SHERWOOD PARK	1.2				
SPRUCE GROVE	.9		.2	1.6	13.0
STONY PLAIN			1.3	2.7	50.5
BARRHEAD				.3	6.9
BRETON			1.2		
BRUDERHEIM		2.0			
CAMROSE	.9		1.0		
EVANSBURG					4.4
HAY LAKES	14.2		7.6		.6
LAMONT		9.5			
MAYERTHORPE					.8
MILLET			6.7		
ONOWAY				1.9	15.4
RADWAY		9.1			
SUNNYBROOK			12.6		.2
THORSBY			16.8		.3
THORHILD		16.3			
TOFIELD	24.7				
WESTLOCK				1.7	
WETASKIWIN			10.1		
OTHER	16.6	23.2	5.7	22.0	3.4

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.

Figure 41
Veterinarian



Note: The focus municipality bar for the Spruce Grove-Stony Plain market area represents the percentage for either Spruce Grove or Stony Plain, whichever is higher.

Table 41
Veterinarian

SUPPLYING CENTRES	MARKET AREAS				
	Sherwood Park	Fort Saskatchewan	Leduc	St.Albert	Spruce Grove -Stony Plain
EDMONTON	7.3	24.8	4.0	22.3	7.9
BEAUMONT	.4		1.5		
BON ACCORD		.6	.4	.1	
CALMAR			.2		
DEVON			1.1		4.5
FORT SASKATCHEWAN	.4	38.0		1.2	.0
GIBBONS		3.8		.3	
LEDUC	2.3	.1	35.4	.5	.6
LEGAL			.2	.1	
MORINVILLE	.4	2.7	.0	36.2	.2
NEW SAREPTA	.1				
REDWATER		6.7			
ST. ALBERT				15.2	.8
SHERWOOD PARK	39.5	.9	1.4	.1	.2
SPRUCE GROVE	.1	.4	1.5	3.1	42.2
STONY PLAIN	.1		.8	.8	24.7
ARDROSSAN	28.3	1.8			.0
BARRHEAD				.8	2.2
BRETON			4.4		
CAMROSE	1.1	.2	3.7		
DRAYTON VALLEY			.5		2.7
EVANSBURG				.1	1.4
LAMONT		.4			
MILLET	.1		12.1		
NAMAO		1.3		2.7	
ONOWAY				5.3	10.1
SANGUDO				.1	1.5
THORSBY			17.6		.1
THORHILD		6.7		.1	
TOFIELD	12.6				
WARBURG		.1	.6		
WESTLOCK		4.6		9.7	
WETASKIWIN			13.1	.2	
OTHER	7.5	6.9	1.4	1.1	.9

Note: Figures in the table indicate the proportions (percentage) of the households within the market areas listed horizontally, that shop for a particular good or service in the "Supplying Centres" listed vertically.